

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 1: Expenditure pattern of clothing and footwear goods, by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																		
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m	% 12 £m	% 13 £m	% 14 £m	% 15 £m	% 16 £m																			
IPSWICH																																			
Ipswich Town Centre	69	18.5	83	22.0	80	38.1	77	23.0	29	24.0	20	10.4	34	8.5	30	6.5	37	3.7	40	9.4	31	3.1	46	3.0	44	2.4	37	3.8	30	2.3			178.8		
Ipswich Out-of-Centre	5	1.3	3	0.9	1	0.6	2	0.6	1	0.7					10	2.1			3	0.8	2	0.2	9	0.6	1	0.0					7.8				
Euro Retail Park, Ransomes Way	1	0.3	1	0.2			1	0.4							9	1.9			2	0.5	2	0.2	9	0.6							2.2				
Future Park, Ransomes Way					1	0.6																									2.4				
Suffolk Retail Park, Yarmouth Road	3	0.8							1	0.7																					1.5				
Orwell Retail Park, Ranelagh Road							1	0.2											1	0.3					1	0.0					0.6				
Anglia Retail Park, Bury Road	1	0.2	2	0.7																											1.1				
Commercial Road Retail Park, Commercial Road																																			
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)			1	0.3																													0.5		
Interchange Retail Park, London Road			1	0.3																													0.5		
Other Out-of-Centre	2	0.5			1	0.4					2	0.5																					1.5		
All District & Local Centres	8	2.1			2	0.8	5	1.5							3	0.6	6	0.6	1	0.2			1	0.1	1	0.1	2	0.2					6.1		
SUFFOLK COASTAL AREA																																			
Woodbridge Town Centre	1	0.4			2	0.8	1	0.3							20	4.2	10	1.0	4	0.9	30	3.0	12	0.8	3	0.2	6	0.6	2	0.2	1	0.1	12.5		
Felixstowe Town Centre	2	0.6	2	0.4	2	0.8	5	1.4			1	0.7			2	0.4	5	0.5	31	7.3	3	0.3	1	0.0	1	0.0	2	0.2	1	0.1			12.6		
Saxmundham Town Centre																					1	0.1	1	0.1	1	0.0	2	0.2	3	0.2			0.6		
Framlingham Town Centre											1	0.2									4	0.2	4	0.2									0.7		
Aldeburgh Town Centre									1	0.7					1	0.3											2	0.2	10	0.8			2.0		
Leiston Town Centre																											3	0.3	19	1.5			1.8		
Suffolk Coastal District Centres																					2	0.2	2	0.1	4	0.2			1	0.1			0.7		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)			5	1.3	6	3.0	4	1.2	1	0.6					9	2.0	23	2.3	9	2.2	14	1.4	5	0.3	6	0.3	20	2.1	5	0.4	1	0.2	17.2		
Martlesham Heath Retail Park (including Tesco Extra)			5	1.3	6	3.0	4	1.2	1	0.6					9	2.0	23	2.3	9	2.2	14	1.4	5	0.3	6	0.3	20	2.1	5	0.4	1	0.2	17.2		
Other in Suffolk Coastal Area															1	0.2																	0.2		
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																			
Bury St Edmunds	1	0.2	1	0.2	3	1.2			13	10.9	59	30.2	32	7.9	9	1.9	1	0.1	1	0.2	1	0.1	2	0.1	2	0.1							53.2		
Colchester	2	0.6	1	0.2	1	0.4	1	0.3	30	25.1					1	0.2	2	0.2			1	0.1											27.1		
Sudbury									6	4.6																							4.6		
Stowmarket			1	0.2							8	4.4	10	2.6																			7.2		
Norwich	1	0.3	1	0.3					3	2.2			11	2.7													13	1.3	10	0.8	57	7.8	17.3		
Halesworth																											1	0.1	1	0.1			1.5		
Diss													6	1.6													1	0.1					1.7		
Hadleigh									2	1.6																							1.7		
Chelmsford									7	6.0																							6.0		
Cambridge							1	0.3	1	0.6	1	0.8	1	0.3									7	0.5	1	0.1	1	0.1					2.8		
Lowestoft	1	0.3																					1	0.1	1	0.0	5	0.6	6	0.4	17	2.3	3.5		
Freeport Shopping Park, Braintree			1	0.2					1	0.7	1	0.5											1	0.1	1	0.0							1.7		
Lakeside, West Thurrock					1	0.6					3	1.5																					4.1		
Manningtree									1	0.6																							0.6		
Central London			1	0.2	1	0.4	1	0.2	2	1.4	2	0.8			11	2.3	10	1.0							1	0.0	3	0.3					7.2		
Other	8	2.1	1	0.3	1	0.4	4	1.3	3	2.6	5	2.4	3	0.6	3	0.6	3	0.3					4	0.4	2	0.1	15	0.8	4	0.5	10	0.8	14	1.9	15.3
Total	100	26.8	100	26.6	100	47.6	100	30.0	100	82.5	100	51.6	100	24.9	100	21.3	100	9.9	100	23.6	100	9.9	100	6.5	100	5.5	100	10.4	100	7.8	100	13.6	398.4		

Notes:
Market share figures derived from Question 7, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 2: Expenditure pattern of books, CDs and DVDs, by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m	% 12 £m	% 13 £m	% 14 £m	% 15 £m	% 16 £m																	
IPSWICH																																	
Ipswich Town Centre	69	3.2	95	4.5	69	6.2	72	3.7	24	3.9	11	1.1	17	0.8	21	0.9	42	0.8	22	1.0	31	0.6	21	0.3	58	0.7	35	0.7	52	0.8			29.3
Ipswich Out-of-Centre Euro Retail Park, Ransomes Way Futura Park, Ransomes Way Suffolk Retail Park, Yarmouth Road Orwell Retail Park, Ranelagh Road Anglia Retail Park, Bury Road Commercial Road Retail Park, Commercial Road																																	1.1
Ipswich Out-of-Centre South-Western Fringe (Barbergh District) Interchange Retail Park, London Road	21	1.0					2	0.1																									1.1
Other Out-of-Centre	9	0.4	3	0.2			3	0.1			3	0.1																					0.8
All District & Local Centres					4	0.4	15	0.8	2	0.3					2	0.1	6	0.1	2	0.1	2	0.0	5	0.1									1.9
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre					7	0.6									63	2.8	35	0.7					14	0.2	12	0.1	6	0.1	7	0.1			5.2
Felixstowe Town Centre							3	0.1							3	0.1	5	0.1							4	0.0							3.3
Saxmundham Town Centre																			63	2.8			2	0.0			40	0.8					0.9
Framlingham Town Centre																							4	0.1	13	0.2	6	0.1					0.2
Aldeburgh Town Centre																											21	0.3					0.5
Leiston Town Centre																							3	0.1			14	0.2					0.2
Suffolk Coastal District Centres					9	0.8																	4	0.1									0.9
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District) Martlesham Heath Retail Park (including Tesco Extra)					6	0.5	2	0.1	2	0.3					3	0.1	11	0.2	12	0.5	27	0.5	33	0.5	2	0.0							2.8
Other in Suffolk Coastal Area					6	0.5	2	0.1	2	0.3					3	0.1	11	0.2	12	0.5	27	0.5	33	0.5	2	0.0							2.8
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																	
Bury St Edmunds					3	0.2			14	2.3	66	6.8	31	1.5	4	0.2	2	0.0															11.0
Colchester									30	4.9													2	0.0									4.9
Sudbury									19	3.1																							3.1
Stowmarket											19	1.9	12	0.6																			2.5
Norwich									2	0.4			12	0.6									2	0.0	9	0.1					48	1.3	2.4
Halesworth													15	0.7													24	0.7					0.7
Diss																																	0.7
Hadleigh									4	0.7																							0.7
Chelmsford																							2	0.0									0.0
Cambridge																																	0.0
Lowestoft																																	0.6
Freepoint Shopping Park, Braintree																							2	0.0			8	0.2	6	0.1	11	0.3	0.6
Lakeside, West Thurrock																									16	0.2							0.2
Manningtree									2	0.3																							0.3
Central London					3	0.2																											0.6
Other	2	0.1	2	0.1	3	0.2	3	0.1	2	0.3	5	0.5	3	0.1	3	0.1									3	0.0	5	0.1			18	0.5	2.1
Total	100	4.6	100	4.8	100	9.0	100	5.2	100	16.4	100	10.3	100	4.8	100	4.4	100	2.0	100	4.4	100	1.9	100	1.4	100	1.2	100	2.1	100	1.6	100	2.8	76.8

Notes:
Market share figures derived from Question 8, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 3: Expenditure pattern of furnishings and household textile goods, by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m		%	£m															
IPSWICH																																		
Ipswich Town Centre	24	1.0	50	2.2	41	3.2	38	1.7	35	4.8	21	1.8	15	0.6	28	1.0	34	0.6	22	0.9	40	0.6	30	0.4	46	0.5	48	0.9	41	0.6	3	0.1	20.7	
Ipswich Out-of-Centre	50	2.0	39	1.7	33	2.6	42	1.9	7	1.0	9	0.8	2	0.1	33	1.2	24	0.4	36	1.4	14	0.2	34	0.4	15	0.1	21	0.4	12	0.2	1	0.0	14.4	
Euro Retail Park, Ransomes Way	4	0.2	18	0.8	5	0.4	21	1.0							13	0.5	8	0.1	5	0.2	1	0.0	15	0.2	5	0.1	1	0.0		3.4				
Future Park, Ransomes Way	1	0.1	5	0.2	11	0.9	6	0.3	4	0.5					10	0.4	9	0.2	17	0.7	2	0.0	16	0.2	2	0.0	6	0.1	1	0.0		3.5		
Suffolk Retail Park, Yarmouth Road	36	1.5	11	0.5	12	1.0	9	0.4	3	0.5	1	0.1	2	0.1	7	0.2	6	0.1	14	0.5	9	0.1	3	0.0	3	0.0	15	0.3	10	0.1	1	0.0		5.4
Orwell Retail Park, Ranelagh Road	7	0.3	3	0.1	4	0.3	5	0.2							2	0.1	1	0.0							1	0.0				1.1				
Anglia Retail Park, Bury Road	2	0.1	1	0.0							8	0.7			1	0.1									3	0.0				0.9				
Commercial Road Retail Park, Commercial Road																					2	0.0								0.0				
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	16	0.7	1	0.0			2	0.1	2	0.3											1	0.0								1.1				
Interchange Retail Park, London Road	16	0.7	1	0.0			2	0.1	2	0.3											1	0.0								1.1				
Other Out-of-Centre	2	0.1			1	0.1									4	0.1														0.4				
All District & Local Centres					3	0.2	5	0.2			1	0.1									1	0.0								0.6				
SUFFOLK COASTAL AREA																																		
Woodbridge Town Centre					7	0.5	1	0.1							25	0.9	12	0.2			3	0.0	4	0.0					3	0.0		2.2		
Felixstowe Town Centre	1	0.0	1	0.0			3	0.1									4	0.1	33	1.3	1	0.0			4	0.0	5	0.1	1	0.0		1.6		
Saxmundham Town Centre																							1	0.0						0.1				
Framlingham Town Centre															1	0.1					1	0.0	1	0.0					2	0.0		0.1		
Aldeburgh Town Centre																													4	0.0		0.0		
Leiston Town Centre																														0.0				
Suffolk Coastal District Centres																																		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	2	0.1	4	0.2	10	0.7	8	0.4	1	0.1	3	0.2	2	0.1	3	0.1	16	0.3	5	0.2	12	0.2	16	0.2	14	0.1	2	0.0	1	0.0		3.0		
Martlesham Heath Retail Park (including Tesco Extra)	2	0.1	4	0.2	10	0.7	8	0.4	1	0.1	3	0.2	2	0.1	3	0.1	16	0.3	5	0.2	12	0.2	16	0.2	14	0.1	2	0.0	1	0.0		3.0		
Other in Suffolk Coastal Area																					3	0.1					1	0.0		0.1				
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																		
Bury St Edmunds			4	0.2					7	0.9	50	4.3	46	1.8	1	0.1	1	0.0			3	0.1										7.3		
Colchester	1	0.0							28	3.9											1	0.0								3.9				
Sudbury					1	0.1			9	1.2																				1.3				
Stowmarket											14	1.2	14	0.5																1.8				
Norwich	1	0.1							1	0.2			12	0.5	1	0.1					5	0.1	1	0.0	7	0.1	2	0.0	11	0.2	41	1.0	2.1	
Halesworth													9	0.4															6	0.1	0.1			
Diss																					2	0.0	2	0.0					1	0.0	0.4			
Hadleigh	1	0.0							3	0.5																				0.5				
Chelmsford																														0.4				
Cambridge					2	0.1			1	0.1	1	0.1																		0.4				
Lowestoft							1	0.1																	1	0.0	16	0.3	22	0.3	33	0.8	1.5	
Freeport Shopping Park, Braintree																														0.0				
Lakeside, West Thurrock			1	0.1	3	0.2																								0.4				
Manningtree									1	0.2																				0.4				
Central London									4	0.6	1	0.1	2	0.1	2	0.1	3	0.1					6	0.1	1	0.0	2	0.0	1	0.0		0.3		
Other	1	0.0							4	0.6	1	0.1	2	0.1	2	0.1	3	0.1	5	0.2	2	0.0			5	0.0	2	0.0	1	0.0	14	0.4	1.5	
Total	100	4.1	100	4.3	100	7.8	100	4.5	100	13.8	100	8.6	100	4.0	100	3.7	100	1.7	100	3.9	100	1.6	100	1.2	100	1.0	100	1.9	100	1.4	100	2.5	65.9	

Notes:
Market share figures derived from Question 9, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 4: Expenditure pattern of small household goods such as glassware and utensils, by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																		
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m	% 12 £m	% 13 £m	% 14 £m	% 15 £m	% 16 £m																			
IPSWICH																																			
Ipswich Town Centre	53	4.1	67	5.5	54	8.4	72	6.7	36	9.7	17	2.9	28	2.2	37	2.6	32	1.1	28	2.1	34	1.1	24	0.5	26	0.5	28	0.9	37	0.9			49.2		
Ipswich Out-of-Centre	23	1.8	21	1.7	9	1.3	9	0.8			2	0.3	4	0.3	22	1.5	11	0.4	18	1.3	6	0.2	22	0.5	9	0.2	1	0.0	20	0.5			10.9		
Euro Retail Park, Ransomes Way	1	0.1	11	0.9									4	0.3	1	0.1	6	0.2	6	0.4			21	0.5	4	0.1			1	0.0			2.6		
Futura Park, Ransomes Way	2	0.1	4	0.4	7	1.1	6	0.5					2	0.3	6	0.4	3	0.1	7	0.6	3	0.1	1	0.0	2	0.0	1	0.0	3	0.1			3.5		
Suffolk Retail Park, Yarmouth Road	17	1.3	4	0.3	1	0.2	1	0.1							2	0.1	2	0.1	5	0.4	3	0.1			1	0.0			16	0.4			3.4		
Orwell Retail Park, Ranelagh Road	3	0.2	1	0.1			1	0.1																							0.5				
Anglia Retail Park, Bury Road																									1	0.0					1.0				
Commercial Road Retail Park, Commercial Road																																			
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	8	0.6	4	0.3			1	0.1																									1.1		
Interchange Retail Park, London Road	8	0.6	4	0.3			1	0.1																									1.1		
Other Out-of-Centre	3	0.2	3	0.2	4	0.6					2	0.1	1	0.1																			1.3		
All District & Local Centres	6	0.5	1	0.1	10	1.5	7	0.7	1	0.4			1	0.1	5	0.2					5	0.2	4	0.1	1	0.0					2	0.1			3.7
SUFFOLK COASTAL AREA																																			
Woodbridge Town Centre					4	0.6							17	1.2	26	0.9					15	0.5	6	0.1	11	0.2	5	0.2	2	0.0			3.6		
Felixstowe Town Centre					1	0.2	4	0.4							3	0.1	36	2.7			3	0.1	2	0.0	2	0.0			4	0.1			3.6		
Saxmundham Town Centre													2	0.1							4	0.1			1	0.0	38	1.3					1.5		
Framlingham Town Centre																							1	0.0	9	0.2							0.2		
Aldeburgh Town Centre																							1	0.0									0.1		
Leiston Town Centre																							3	0.1			3	0.1	19	0.5			0.6		
Suffolk Coastal District Centres					4	0.6					1	0.1	1	0.1									3	0.1			1	0.0					0.8		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	1	0.1	1	0.1	11	1.7	3	0.2	3	0.7			4	0.3	17	0.6	16	1.2	23	0.7	23	0.5	23	0.5	13	0.2	14	0.5	4	0.1			6.9		
Martlesham Heath Retail Park (including Tesco Extra)	1	0.1	1	0.1	11	1.7	3	0.2	3	0.7			4	0.3	17	0.6	16	1.2	23	0.7	23	0.5	23	0.5	13	0.2	14	0.5	4	0.1			6.9		
Other in Suffolk Coastal Area													11	0.7															2	0.0			0.8		
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																			
Bury St Edmunds	4	0.3					2	0.2	3	0.8	46	7.8	21	1.6			1	0.1	2	0.1													10.9		
Colchester									23	6.3									4	0.1													6.4		
Sudbury									27	7.4																							7.4		
Stowmarket											22	3.8	20	1.5																			5.4		
Norwich					1	0.2							9	0.7							1	0.0	5	0.1	8	0.1	2	0.1					2.8		
Halesworth													9	0.7																			0.7		
Diss																																	0.7		
Hadleigh									3	0.7																							0.8		
Chelmsford																																	1.0		
Cambridge									1	0.3	4	0.7																					1.3		
Lowestoft																																	0.0		
Freepoint Shopping Park, Braintree																							2	0.0			5	0.2	1	0.0	23	1.0	1.6		
Lakeside, West Thurrock																							3	0.1	2	0.0			8	0.2	1	0.1	1.6		
Manningtree			1	0.1	1	0.2							3	0.2	2	0.1																	1.6		
Central London					2	0.2	2	0.2	1	0.4	1	0.2			2	0.1							3	0.1			1	0.0			11	0.5	1.5		
Other			1	0.1	2	0.3			2	0.6	3	0.5	6	0.5	1	0.1			1	0.1	2	0.1	1	0.0	20	0.4	1	0.0	1	0.0	13	0.6	3.3		
Total	100	7.7	100	8.2	100	15.5	100	9.4	100	27.3	100	16.8	100	7.9	100	7.0	100	3.3	100	7.5	100	3.2	100	2.1	100	1.8	100	3.3	100	2.5	100	4.5	128.1		

Notes:
Market share figures derived from Question 10, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 5: Expenditure pattern of clocks, jewellery and watches, by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																		
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m	% 12 £m	% 13 £m	% 14 £m	% 15 £m	% 16 £m																			
IPSWICH																																			
Ipswich Town Centre	83	6.0	85	7.4	81	12.8	82	7.9	27	7.6	6	1.1	7	0.6	37	2.7	34	1.2	37	2.5	58	2.0	44	0.9	28	0.5	35	1.3	32	0.8			55.1		
Ipswich Out-of-Centre	2	0.2	3	0.3	7	1.2			2	0.6					1	0.1					2	0.1	2	0.0									2.5		
Euro Retail Park, Ransomes Way			2	0.1	2	0.3															2	0.1											0.5		
Future Park, Ransomes Way					5	0.9			2	0.6					1	0.1							2	0.0									1.6		
Suffolk Retail Park, Yarmouth Road	2	0.2																															0.2		
Orwell Retail Park, Ranelagh Road																																	0.1		
Anglia Retail Park, Bury Road			2	0.1																															
Commercial Road Retail Park, Commercial Road																																			
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)																																			
Interchange Retail Park, London Road																																			
Other Out-of-Centre																																			
All District & Local Centres					1	0.2	4	0.4					4	0.4																			1.0		
SUFFOLK COASTAL AREA																																			
Woodbridge Town Centre	3	0.2			3	0.5	5	0.5							52	3.8	41	1.4					15	0.3			8	0.3	2	0.0			8.0		
Felixstowe Town Centre																	10	0.3			61	4.1	2	0.1									4.5		
Saxmundham Town Centre																											21	0.8	6	0.2			0.9		
Framlingham Town Centre																							18	0.4	29	0.5	2	0.1					1.0		
Aldeburgh Town Centre																							1	0.0			2	0.1	20	0.5	2	0.1	0.6		
Leiston Town Centre																											3	0.1					0.1		
Suffolk Coastal District Centres																																			
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	1	0.1									1	0.2					1	0.0					2	0.1	18	0.4							0.8		
Martlesham Heath Retail Park (including Tesco Extra)	1	0.1									1	0.2					1	0.0					2	0.1	18	0.4							0.8		
Other in Suffolk Coastal Area																																			
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																			
Bury St Edmunds	2	0.2							5	1.3	61	10.3	35	2.9	5	0.4									2	0.0							15.1		
Colchester	5	0.3			2	0.3			31	8.7	1	0.2																					9.8		
Sudbury			2	0.2					7	2.0																							2.0		
Stowmarket			1	0.1							23	3.9	19	1.6																			5.7		
Norwich			2	0.2	2	0.3	6	0.6			2	0.3	9	0.7	1	0.1	1	0.0	1	0.1			2	0.1			14	0.3	19	0.7	20	0.5	63	2.8	6.6
Halesworth																																	0.9		
Diss																																	1.1		
Hadleigh									2	0.6																							0.6		
Chelmsford																																			
Cambridge									2	0.6	1	0.2																					0.9		
Lowestoft	1	0.1																															0.8		
Freepoint Shopping Park, Braintree					2	0.3	3	0.2	18	5.2																	7	0.2	7	0.2	2	0.1	5.5		
Lakeside, West Thurrock																																			
Manningtree																																			
Central London									2	0.6			7	0.6			12	0.4					2	0.0									2.1		
Other	1	0.1	6	0.5	2	0.3			4	1.2	4	0.7	6	0.5	3	0.2							7	0.2	2	0.0	2	0.0	3	0.1	8	0.2	2	0.0	5.0
Total	100	7.1	100	8.7	100	15.9	100	9.6	100	28.5	100	16.9	100	8.4	100	7.3	100	3.4	100	6.7	100	3.4	100	2.0	100	1.8	100	3.6	100	2.6	100	4.4	130.5		

Notes:
Market share figures derived from Question 11, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 6: Expenditure pattern of toys, games, bicycles and other recreational / sports goods, by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																				
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m	% 12 £m	% 13 £m	% 14 £m	% 15 £m	% 16 £m																					
IPSWICH																																					
Ipswich Town Centre	44	5.1	72	8.0	44	9.0	74	9.6	11	3.8	31	7.4	37	4.5	48	4.4	40	1.6	46	4.6	41	2.0	42	1.5	46	1.3	28	1.3	18	0.7			65.0				
Ipswich Out-of-Centre	7	0.8	16	1.8	29	6.0	10	1.3					2	0.3	5	0.4	29	1.2	12	1.2	10	0.5	7	0.2			22	1.1	11	0.4			15.4				
Euro Retail Park, Ransomes Way	2	0.2	16	1.8	27	5.7	7	0.9							3	0.2	26	1.1	7	0.7	7	0.3							11	0.4			11.3				
Futura Park, Ransomes Way							1	0.2									3	0.1			2	0.1											0.6				
Suffolk Retail Park, Yarmouth Road	4	0.5											2	0.3					6	0.6	2	0.1											1.5				
Orwell Retail Park, Ranelagh Road					2	0.4									2	0.2											22	1.1					0.6				
Anglia Retail Park, Bury Road							2	0.2																									1.1				
Commercial Road Retail Park, Commercial Road	1	0.1																															0.4				
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	28	3.3	9	1.0	4	0.8	7	0.9	3	1.0	3	0.6	7	0.8	5	0.4	10	0.4	7	0.7	2	0.1	15	0.5			8	0.4	6	0.2					11.2		
Interchange Retail Park, London Road	28	3.3	9	1.0	4	0.8	7	0.9	3	1.0	3	0.6	7	0.8	5	0.4	10	0.4	7	0.7	2	0.1	15	0.5			8	0.4	6	0.2					11.2		
Other Out-of-Centre	5	0.6			6	1.1															5	0.3					3	0.2							2.1		
All District & Local Centres					2	0.4	5	0.7																					3	0.2					1.2		
SUFFOLK COASTAL AREA																																					
Woodbridge Town Centre													27	2.5	9	0.3			28	2.8	14	0.7					2	0.1	5	0.2	2	0.1			4.0		
Felixstowe Town Centre	4	0.4																									7	0.4	2	0.1					3.3		
Saxmundham Town Centre																																			0.5		
Framlingham Town Centre													7	0.7									3	0.1	24	0.7	2	0.1	6	0.2					1.5		
Aldeburgh Town Centre																													6	0.2					0.3		
Leiston Town Centre																													24	1.0					1.0		
Suffolk Coastal District Centres															2	0.1					2	0.1	1	0.0											0.2		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)					13	2.8							4	0.4	5	0.2	4	0.4	15	0.8	7	0.2	7	0.2					2	0.1	3	0.2					5.0
Martlesham Heath Retail Park (including Tesco Extra)					13	2.8							4	0.4	5	0.2	4	0.4	15	0.8	7	0.2	7	0.2					2	0.1	3	0.2					5.0
Other in Suffolk Coastal Area													2	0.2					3	0.3	2	0.1															0.5
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																					
Bury St Edmunds																																					11.8
Colchester	11	1.3	2	0.2	3	0.6			34	12.1	13	3.1	14	1.6							2	0.1	13	0.5	8	0.2			2	0.1					18.8		
Sudbury									19	6.9	1	0.3	6	0.8																							7.2
Stowmarket											4	0.9	23	2.8									1	0.0													3.7
Norwich	2	0.2									3	0.7	2	0.3									7	0.2	13	0.4	13	0.6			33	2.1					4.6
Halesworth																																					2.0
Diss													5	0.6											5	0.1	5	0.2			27	1.7					0.8
Hadleigh			2	0.2					4	1.3																									1.4		
Chelmsford																																					1.3
Cambridge											4	0.9											2	0.1													2.5
Lowestoft																													9	0.4	7	0.3	28	1.8			8.2
Freeport Shopping Park, Braintree									23	8.2																											
Lakeside, West Thurrock																																					
Manningtree																																					
Central London																																					
Other					4	0.5			8	2.8			4	0.5	3	0.2							1	0.0	4	0.1			5	0.2	8	0.3	4	0.2			0.5
Total	100	11.8	100	11.2	100	20.7	100	13.0	100	36.0	100	24.1	100	12.2	100	9.4	100	4.0	100	10.0	100	5.0	100	3.5	100	2.8	100	4.8	100	4.0	100	6.4			178.8		

Notes:
Market share figures derived from Question 12, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 7: Expenditure pattern of pets / pet related products, by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m	% 12 £m	% 13 £m	% 14 £m	% 15 £m	% 16 £m																	
IPSWICH																																	
Ipswich Town Centre	26	0.5	63	1.3	17	0.7	59	1.3	28	2.2	9	0.5	7	0.2	17	0.4	12	0.1	7	0.1	5	0.1	3	0.0	4	0.0	3	0.0	8	0.1			7.5
Ipswich Out-of-Centre	46	0.9	28	0.6	4	0.2	6	0.1			3	0.1	2	0.1	6	0.1	1	0.0	1	0.0	2	0.0	1	0.0							2.0		
Euro Retail Park, Ransomes Way	11	0.2	3	0.1	2	0.1							1	0.0	1	0.0	1	0.0	1	0.0	2	0.0									0.4		
Futura Park, Ransomes Way			1	0.0																											0.0		
Suffolk Retail Park, Yarmouth Road	13	0.3					2	0.0			1	0.0			4	0.0															0.4		
Orwell Retail Park, Ranelagh Road	22	0.4	20	0.4	2	0.1	3	0.1			1	0.0							1	0.0											1.0		
Anglia Retail Park, Bury Road			1	0.0																			1	0.0							0.1		
Commercial Road Retail Park, Commercial Road			2	0.0																											0.0		
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	7	0.1	1	0.0					6	0.5	1	0.1			3	0.1											1	0.0			0.8		
Interchange Retail Park, London Road	7	0.1	1	0.0					6	0.5	1	0.1			3	0.1											1	0.0			0.8		
Other Out-of-Centre	6	0.1	3	0.1	2	0.1	2	0.0			2	0.1									2	0.0	2	0.0			2	0.0			0.4		
All District & Local Centres	12	0.2			3	0.1	12	0.3	1	0.1					1	0.0	5	0.0	1	0.0			5	0.0					6	0.1			0.9
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre					2	0.1	2	0.0					27	0.6	15	0.1							8	0.1	3	0.0	3	0.0					1.2
Felixstowe Town Centre					3	0.1	6	0.1							2	0.0			71	1.4	2	0.0											1.7
Saxmundham Town Centre																							1	0.0	16	0.1	57	0.7	14	0.1	4	0.1	1.0
Framlingham Town Centre											3	0.1	3	0.1	2	0.0							29	0.3	51	0.4	4	0.0					0.8
Aldeburgh Town Centre																							2	0.0					8	0.1			0.1
Leiston Town Centre																											1	0.0	20	0.2			0.2
Suffolk Coastal District Centres	2	0.0			6	0.2							5	0.1	8	0.1					15	0.2	21	0.2	3	0.0	17	0.2	5	0.0			1.1
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)			4	0.1	61	2.3	11	0.2	1	0.1			3	0.1	32	0.7	47	0.4	19	0.4	54	0.6	26	0.2	17	0.1	5	0.1	16	0.1	4	0.1	5.5
Martlesham Heath Retail Park (including Tesco Extra)			4	0.1	61	2.3	11	0.2	1	0.1			3	0.1	32	0.7	47	0.4	19	0.4	54	0.6	26	0.2	17	0.1	5	0.1	16	0.1	4	0.1	5.5
Other in Suffolk Coastal Area													6	0.1													2	0.0	5	0.0			0.2
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																	
Bury St Edmunds									10	0.8	50	2.7	6	0.2																			2.9
Colchester					2	0.0			38	3.0																							0.9
Sudbury									1	0.1	39	2.1	38	1.1									2	0.0									3.0
Stowmarket																																	3.3
Norwich																																	
Halesworth																																	0.7
Diss													27	0.7											4	0.0	1	0.0			42	0.7	0.8
Hadleigh									6	0.5																							0.5
Chelmsford															2	0.0																	0.0
Cambridge																																	
Lowestoft																																	
Freepoint Shopping Park, Braintree							2	0.0																			4	0.1	11	0.1	24	0.4	0.6
Lakeside, West Thurrock																																	
Manningtree									5	0.4																							0.4
Central London									3	0.3	1	0.1	11	0.3	1	0.0	3	0.0							2	0.0			6	0.1	26	0.4	1.3
Other			1	0.0	2	0.1																											
Total	100	1.9	100	2.1	100	3.9	100	2.2	100	8.0	100	5.4	100	2.8	100	2.1	100	0.9	100	1.9	100	1.1	100	0.9	100	0.7	100	1.2	100	0.9	100	1.6	37.5

Notes:
Market share figures derived from Question 13, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 8: Expenditure pattern of chemist goods (including health and beauty products), by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																		
	% 1	£m 2	% 3	£m 4	% 5	£m 6	% 7	£m 8	% 9	£m 10	% 11	£m 12	% 13	£m 14	% 15	£m 16																			
IPSWICH																																			
Ipswich Town Centre	75	9.8	97	12.8	59	14.2	79	11.5	22	9.0	4	1.1	9	1.1	21	2.2	7	0.4	2	0.2	7	0.3	7	0.2	5	0.2	14	0.7	12	0.5			64.1		
Ipswich Out-of-Centre																																			
Euro Retail Park, Ransomes Way					3	0.8	1	0.2																								1.1			
Futura Park, Ransomes Way					3	0.8	1	0.2																								0.2			
Suffolk Retail Park, Yarmouth Road																															0.8				
Orwell Retail Park, Ranelagh Road																															0.2				
Anglia Retail Park, Bury Road																															0.2				
Commercial Road Retail Park, Commercial Road																															0.2				
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	7	0.9							3	1.2																					2.1				
Interchange Retail Park, London Road	7	0.9							3	1.2																					2.1				
Other Out-of-Centre	3	0.4	2	0.2	1	0.2																									1.0				
All District & Local Centres	16	2.1			9	2.1	13	1.9							3	0.3	15	0.8	3	0.4	1	0.0									1	0.1	7.7		
SUFFOLK COASTAL AREA																																			
Woodbridge Town Centre																																			
Felixstowe Town Centre			1	0.1	4	1.1	1	0.2							63	6.8	59	3.1	9	0.5	93	11.4	1	0.1	1	0.0	3	0.1	57	2.9	3	0.1	1	0.1	15.6
Saxmundham Town Centre									1	0.4																									12.5
Framlingham Town Centre																																			3.4
Aldeburgh Town Centre																																			2.7
Leiston Town Centre																																			1.2
Suffolk Coastal District Centres																																			2.8
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)																																			4.6
Martlesham Heath Retail Park (including Tesco Extra)																																			6.0
Other in Suffolk Coastal Area																																			6.0
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																			
Bury St Edmunds																																			8.2
Colchester																																			5.9
Sudbury																																			15.9
Stowmarket																																			14.9
Norwich																																			1.3
Halesworth																																			4.7
Diss																																			2.7
Hadleigh																																			3.0
Chelmsford																																			
Cambridge																																			
Lowestoft																																			
Freepoint Shopping Park, Braintree																																			0.9
Lakeside, West Thurrock																																			0.5
Manningtree																																			2.9
Central London																																			0.3
Other																																			13.2
Total	100	13.2	100	13.1	100	24.2	100	14.5	100	41.6	100	25.8	100	11.7	100	10.8	100	5.2	100	12.2	100	4.8	100	3.3	100	2.8	100	5.1	100	4.1	100	7.0	199.5		

Notes:
Market share figures derived from Question 14, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 9: Expenditure pattern of large household electrical items (white goods), by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																		
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m	% 12 £m	% 13 £m	% 14 £m	% 15 £m	% 16 £m																			
IPSWICH																																			
Ipswich Town Centre	26	1.0	44	1.7	36	2.4	35	1.5	28	4.0	11	0.9	21	0.9	14	0.5	14	0.2	18	0.7	20	0.4	19	0.2	27	0.3	22	0.4	11	0.1			15.2		
Ipswich Out-of-Centre	21	0.8	22	0.8	21	1.4	26	1.1	11	1.5	5	0.5	5	0.2	10	0.4	12	0.2	2	0.1	5	0.1	3	0.0	10	0.1	1	0.0	4	0.1			7.4		
Euro Retail Park, Ransomes Way	4	0.1	11	0.4	5	0.3	16	0.7	5	0.7					3	0.1	3	0.1	1	0.0	3	0.1			5	0.1			2	0.0			2.7		
Future Park, Ransomes Way	4	0.1	7	0.3	14	0.9	10	0.4	6	0.8					7	0.3	6	0.1	1	0.0			3	0.0	3	0.0	1	0.0					3.2		
Suffolk Retail Park, Yarmouth Road	7	0.3	2	0.1					2	0.2					2	0.2	6	0.1											2	0.0			0.5		
Orwell Retail Park, Ranelagh Road	8	0.3			3	0.2					1	0.1					3	0.1							2	0.0							0.6		
Anglia Retail Park, Bury Road			2	0.1									5	0.2							2	0.0											0.3		
Commercial Road Retail Park, Commercial Road																																			
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	47	1.8	20	0.8	4	0.3	15	0.6	13	1.8	1	0.1	11	0.5	18	0.6	15	0.2	23	0.9	10	0.2	3	0.0	2	0.0	4	0.1	11	0.2			8.0		
Interchange Retail Park, London Road	47	1.8	20	0.8	4	0.3	15	0.6	13	1.8	1	0.1	11	0.5	18	0.6	15	0.2	23	0.9	10	0.2	3	0.0	2	0.0	4	0.1	11	0.2			8.0		
Other Out-of-Centre																																			
All District & Local Centres	2	0.1	3	0.1			14	0.6							1	0.0	1	0.0					1	0.0							2	0.0	0.9		
SUFFOLK COASTAL AREA																																			
Woodbridge Town Centre															3	0.1	4	0.1					1	0.0			1	0.0					0.2		
Felixstowe Town Centre			2	0.1											2	0.0	2	0.0	36	1.4							10	0.2	2	0.0			1.5		
Saxmundham Town Centre																																	0.2		
Framlingham Town Centre																							4	0.0	16	0.2							0.2		
Aldeburgh Town Centre																									1	0.0	5	0.1					0.1		
Leiston Town Centre																									5	0.1	30	0.4					0.5		
Suffolk Coastal District Centres	1	0.0			2	0.2											1	0.0			5	0.1	5	0.1	5	0.1	3	0.1					0.5		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	3	0.1	10	0.4	36	2.4	8	0.3	2	0.2	1	0.1	7	0.3	49	1.7	49	0.8	20	0.7	55	0.9	56	0.7	33	0.3	25	0.5	18	0.2	2	0.1	9.8		
Martlesham Heath Retail Park (including Tesco Extra)	3	0.1	10	0.4	36	2.4	8	0.3	2	0.2	1	0.1	7	0.3	49	1.7	49	0.8	20	0.7	55	0.9	56	0.7	33	0.3	25	0.5	18	0.2	2	0.1	9.8		
Other in Suffolk Coastal Area																																			
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																			
Bury St Edmunds							9	1.2	53	4.7	2	0.1																					6.0		
Colchester							21	3.0																									3.1		
Sudbury							8	1.2																									1.2		
Stowmarket							2	0.2	27	2.3	24	1.0											1	0.0									3.6		
Norwich									2	0.2	11	0.4											1	0.0	1	0.0	1	0.0	3	0.0	4	0.0	24	0.6	1.3
Halesworth																																	0.7		
Diss																																	0.7		
Hadleigh							3	0.5			15	0.6	2	0.1											3	0.0	2	0.0					0.5		
Chelmsford																																			
Cambridge																																			
Lowestoft																																			
Freepoint Shopping Park, Braintree																											19	0.4	4	0.0	25	0.6	1.0		
Lakeside, West Thurrock																																			
Manningtree																																			
Central London					2	0.1					2	0.1																					0.2		
Other							3	0.5			2	0.1	3	0.1					1	0.0	1	0.0	1	0.0	1	0.0	2	0.0	11	0.1	18	0.4	1.3		
Total	100	3.9	100	3.8	100	6.7	100	4.2	100	14.1	100	8.8	100	4.2	100	3.5	100	1.6	100	3.8	100	1.7	100	1.2	100	1.0	100	1.8	100	1.4	100	2.4	64.3		

Notes:
Market share figures derived from Question 15, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 10: Expenditure pattern of small electrical goods (cameras, tablets, hairdryers, blenders), by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m	% 12 £m	% 13 £m	% 14 £m	% 15 £m	% 16 £m																	
IPSWICH																																	
Ipswich Town Centre	35	2.3	63	4.5	44	5.9	43	3.4	27	6.1	11	1.5	36	2.5	16	0.9	11	0.3	8	0.5	21	0.6	35	0.6	16	0.2	30	0.8	21	0.4			30.5
Ipswich Out-of-Centre	27	1.8	16	1.2	17	2.2	26	2.1	4	0.9	2	0.3	8	0.5	11	0.6	18	0.5	8	0.5	5	0.1	5	0.1	10	0.1	10	0.1	3	0.1	3	0.1	11.1
Euro Retail Park, Ransomes Way	13	0.9	2	0.2	2	0.2	15	1.2			1	0.1	5	0.3	2	0.1	3	0.1	1	0.1	2	0.0	2	0.0	6	0.1	6	0.1	1	0.0	1	0.0	3.3
Future Park, Ransomes Way	3	0.2	10	0.7	12	1.6	8	0.6	4	0.9			2	0.1	9	0.5	10	0.3	7	0.4	2	0.0	5	0.1	4	0.1	2	0.0	2	0.0	2	0.0	5.5
Suffolk Retail Park, Yarmouth Road	10	0.7	2	0.2	2	0.2	4	0.3			1	0.2	2	0.1			4	0.1													1.7		
Orwell Retail Park, Ranelagh Road					1	0.2							2	0.1			1	0.0					2	0.1							0.2		
Anglia Retail Park, Bury Road	1	0.1	2	0.2																											0.3		
Commercial Road Retail Park, Commercial Road																																	
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	31	2.0	7	0.5	9	1.2	12	1.0	14	3.3	2	0.3	2	0.1	5	0.3	19	0.5	22	1.3	8	0.2	4	0.1	6	0.1	4	0.1	13	0.3			11.2
Interchange Retail Park, London Road	31	2.0	7	0.5	9	1.2	12	1.0	14	3.3	2	0.3	2	0.1	5	0.3	19	0.5	22	1.3	8	0.2	4	0.1	6	0.1	4	0.1	13	0.3			11.2
Other Out-of-Centre			4	0.3							2	0.1	2	0.1							2	0.1									0.6		
All District & Local Centres	4	0.2	2	0.1	2	0.3	9	0.7			4	0.3	1	0.1	3	0.1					2	0.0									1.8		
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre					2	0.3	1	0.1					6	0.4	3	0.1			52	3.2	2	0.1	8	0.1									0.6
Felixstowe Town Centre																					2	0.0					19	0.5	2	0.0			3.5
Saxmundham Town Centre																							5	0.1	18	0.3			4	0.1			0.6
Framlingham Town Centre																					2	0.1							4	0.1			0.4
Aldeburgh Town Centre																					2	0.0					3	0.1	24	0.5	1	0.0	0.1
Leiston Town Centre																					2	0.0											0.6
Suffolk Coastal District Centres															5	0.1					7	0.2	5	0.1	2	0.0	2	0.0					0.5
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)			9	0.6	27	3.6	7	0.5	2	0.4			4	0.3	55	3.2	41	1.1	11	0.7	42	1.1	29	0.5	34	0.5	4	0.1	10	0.2	1	0.0	12.7
Martlesham Heath Retail Park (including Tesco Extra)			9	0.6	27	3.6	7	0.5	2	0.4			4	0.3	55	3.2	41	1.1	11	0.7	42	1.1	29	0.5	34	0.5	4	0.1	10	0.2	1	0.0	12.7
Other in Suffolk Coastal Area																																	
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																	
Bury St Edmunds									26	5.9	59	8.1	3	0.2											2	0.0	3	0.1					8.4
Colchester	2	0.1							23	5.3															1	0.0							6.1
Sudbury																																	5.3
Stowmarket											20	2.8	14	1.0	2	0.1									2	0.0							3.9
Norwich											3	0.4	5	0.3											1	0.0	4	0.1	16	0.3	25	0.9	2.2
Halesworth																											5	0.1			23	0.8	0.9
Diss													20	1.4											2	0.0							1.4
Hadleigh																																	0.4
Chelmsford																																	
Cambridge											2	0.3																					0.3
Lowestoft																																	2.3
Freepoint Shopping Park, Braintree																									5	0.1	26	0.7	1	0.0	45	1.5	
Lakeside, West Thurrock																																	
Manningtree																																	
Central London							2	0.2																									0.5
Other	1	0.1							2	0.4			1	0.1	1	0.1					2	0.0	1	0.0	1	0.0	2	0.0	6	0.1	5	0.2	0.9
Total	100	6.5	100	7.2	100	13.5	100	8.0	100	22.7	100	13.8	100	6.9	100	5.8	100	2.6	100	6.1	100	2.8	100	1.7	100	1.5	100	2.6	100	1.9	100	3.4	106.9

Notes:
Market share figures derived from Question 16, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 11: Expenditure pattern of furniture, carpets and floor coverings, by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																		
	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m																			
IPSWICH																																			
Ipswich Town Centre	39	3.2	57	5.1	39	6.6	38	3.7	29	8.5	9	1.6	13	1.1	17	1.3	15	0.6	10	0.8	40	1.3	20	0.5	30	0.6	31	1.1	25	0.7	11	0.5			37.0
Ipswich Out-of-Centre	48	4.0	37	3.3	26	4.4	43	4.2	8	2.2	3	0.5	2	0.1	34	2.6	47	1.7	35	2.9	11	0.4	17	0.4	23	0.5	5	0.2	32	0.9			28.1		
Euro Retail Park, Ransomes Way	11	0.9	23	2.1	14	2.4	27	2.6	1	0.3	2	0.4			17	1.3	17	0.6	15	1.2	6	0.2	6	0.1	18	0.3	3	0.1	21	0.6	7	0.2			12.8
Future Park, Ransomes Way	3	0.2	2	0.2	9	1.5	12	1.1	2	0.7					11	0.9	27	1.0	19	1.6	3	0.1	4	0.1	2	0.0	1	0.0	1	0.0	21	0.6			8.0
Suffolk Retail Park, Yarmouth Road	1	0.1																									1	0.0	1	0.0			0.2		
Orwell Retail Park, Ranelagh Road	6	0.5	6	0.6	1	0.2	3	0.3	4	1.2					4	0.3	3	0.1					2	0.0	2	0.0	1	0.0	1	0.0			3.4		
Anglia Retail Park, Bury Road	17	1.4	5	0.5	1	0.2					1	0.2							2	0.1			2	0.0	2	0.0	1	0.0	1	0.0			2.4		
Commercial Road Retail Park, Commercial Road	11	0.9					1	0.1							2	0.1					2	0.1	3	0.1	1	0.0			1	0.0			1.3		
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	3	0.3	4	0.4					1	0.4			1	0.1					2	0.1					1	0.0	2	0.1	3	0.1			1.4		
Interchange Retail Park, London Road	3	0.3	4	0.4					1	0.4			1	0.1					2	0.1					1	0.0	2	0.1	3	0.1			1.4		
Other Out-of-Centre																																			
All District & Local Centres							1	0.1							3	0.2	1	0.1			5	0.2											0.5		
SUFFOLK COASTAL AREA																																			
Woodbridge Town Centre	2	0.2			8	1.3	1	0.1							26	2.0	17	0.6	1	0.1	22	0.7	9	0.2	3	0.1	3	0.1							5.5
Felixstowe Town Centre															4	0.2	43	3.6	3	0.1			4	0.1	1	0.0	30	1.1	2	0.1	19	0.5	1	0.0	3.9
Saxmundham Town Centre															2	0.1	3	0.2					8	0.2	16	0.3			1	0.0	1	0.0	1.8		
Framlingham Town Centre																											1	0.0	1	0.0			0.9		
Aldeburgh Town Centre																											1	0.0	1	0.0			0.0		
Leiston Town Centre																											10	0.3	10	0.3			0.3		
Suffolk Coastal District Centres					7	1.2									3	0.2	5	0.2			1	0.0	13	0.3	3	0.1			1	0.0	1	0.0	2.0		
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)					15	2.5					1	0.2	1	0.1	3	0.3	3	0.1	5	0.4	12	0.4	18	0.4	8	0.2	4	0.1	2	0.1	1	0.0	4.8		
Martlesham Heath Retail Park (including Tesco Extra)					15	2.5					1	0.2	1	0.1	3	0.3	3	0.1	5	0.4	12	0.4	18	0.4	8	0.2	4	0.1	2	0.1	1	0.0	4.8		
Other in Suffolk Coastal Area									1	0.4					2	0.1																	0.5		
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																			
Bury St Edmunds							4	1.0	61	10.9	30	2.4	1	0.1							1	0.0	1	0.0									14.5		
Colchester	4	0.3	1	0.1	1	0.2	12	1.2	15	4.3	1	0.1					3	0.2															6.5		
Sudbury									29	8.3																							8.3		
Stowmarket											17	3.0	16	1.2																			4.3		
Norwich											1	0.1					3	0.1	2	0.1	1	0.0	4	0.1	3	0.1	1	0.0	1	0.0	21	1.0	1.6		
Halesworth																																	1.1		
Diss											20	1.6											2	0.0	5	0.1	3	0.1					1.7		
Hadleigh	2	0.2					2	0.2																									1.0		
Chelmsford																																	0.7		
Cambridge											4	0.7																					2.3		
Lowestoft																																	0.7		
Freepoint Shopping Park, Braintree																											17	0.6	1	0.0	34	1.6			
Lakeside, West Thurrock	2	0.1	1	0.1	1	0.2	2	0.2			4	1.0	3	0.5			3	0.2	2	0.1													1.5		
Manningtree											2	0.7																					1.0		
Central London					2	0.3					5	1.4	2	0.3	11	0.9	1	0.1	3	0.3	2	0.1											1.5		
Other																																	3.6		
Total	100	8.2	100	9.0	100	16.8	100	9.6	100	28.8	100	17.8	100	8.0	100	7.6	100	3.6	100	8.2	100	3.3	100	2.3	100	2.0	100	3.6	100	2.8	100	4.9	136.5		

Notes:
Market share figures derived from Question 17, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 12: Expenditure pattern of DIY (including gardening) goods, by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m	% 12 £m	% 13 £m	% 14 £m	% 15 £m	% 16 £m																	
IPSWICH																																	
Ipswich Town Centre	17	0.8	28	1.4	17	1.7	21	1.1	14	2.7	4	0.5	20	1.1	10	0.5	9	0.2			20	0.5	14	0.3	15	0.2	25	0.7	14	0.3			11.9
Ipswich Out-of-Centre	60	2.7	68	3.5	60	6.0	62	3.3	15	2.7	4	0.5	8	0.5	40	2.0	47	1.1	27	1.4	39	0.9	40	0.7	11	0.2	25	0.7	28	0.5			26.8
Euro Retail Park, Ransomes Way	33	1.5	62	3.2	54	5.4	58	3.1	14	2.6	3	0.4	7	0.4	33	1.7	46	1.1	27	1.4	31	0.7	37	0.6	11	0.2	24	0.6	27	0.5			23.4
Future Park, Ransomes Way	3	0.1	2	0.1	2	0.2	2	0.1					1	0.1	5	0.3					5	0.1	2	0.0									1.1
Suffolk Retail Park, Yarmouth Road	2	0.1	1	0.1	2	0.2																											0.5
Orwell Retail Park, Ranelagh Road	20	0.9			1	0.1	1	0.1															1	0.0			1	0.0					1.1
Anglia Retail Park, Bury Road	1	0.0	4	0.2	1	0.1					1	0.1											1	0.0									0.4
Commercial Road Retail Park, Commercial Road									1	0.2					1	0.1					1	0.0											0.3
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	5	0.2			3	0.3			2	0.3	1	0.1	1	0.1					1	0.1			9	0.2			9	0.2					1.2
Interchange Retail Park, London Road	5	0.2			3	0.3			2	0.3	1	0.1	1	0.1									9	0.2			9	0.2					1.2
Other Out-of-Centre	3	0.1																															0.1
All District & Local Centres	8	0.4			6	0.6	13	0.7	1	0.2					1	0.1	4	0.1	6	0.3	4	0.1	1	0.0	1	0.0	2	0.1	3	0.1			2.6
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre	3	0.2	2	0.1	1	0.1	3	0.1					31	1.6	14	0.3	6	0.1	64	3.3	25	0.6	11	0.2	3	0.0	1	0.0	2	0.0			3.1
Felixstowe Town Centre	1	0.0			1	0.1																					13	0.3					3.8
Saxmundham Town Centre																											2	0.1					0.3
Framlingham Town Centre											1	0.1	1	0.1							1	0.0	15	0.3	59	0.8	2	0.1					1.4
Aldeburgh Town Centre																											4	0.1					0.1
Leiston Town Centre																											13	0.4	40	0.7			1.1
Suffolk Coastal District Centres					6	0.6							1	0.0	9	0.2					7	0.1											1.0
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	1	0.0			2	0.2					1	0.1	7	0.4	7	0.2	2	0.1	9	0.2	1	0.0	4	0.1	4	0.1	2	0.0	1	0.0			1.3
Martlesham Heath Retail Park (including Tesco Extra)	1	0.0			2	0.2					1	0.1	7	0.4	7	0.2	2	0.1	9	0.2	1	0.0	4	0.1	4	0.1	2	0.0	1	0.0			1.3
Other in Suffolk Coastal Area			2	0.1	2	0.2							6	0.3	1	0.0			3	0.1	1	0.0	3	0.0							1	0.0	0.8
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																	
Bury St Edmunds									17	3.1	62	7.4	7	0.4	1	0.1																	7.9
Colchester									35	6.5	1	0.1											1	0.0									3.1
Sudbury											24	2.8	32	1.8																			6.6
Stowmarket													2	0.1																			4.6
Norwich					1	0.1									1	0.0															2	0.1	0.3
Halesworth																																	1.9
Diss													7	0.4											1	0.0	11	0.3	3	0.1	45	1.6	0.4
Hadleigh																																	1.5
Chelmsford					1	0.1			7	1.3																							
Cambridge																																	
Lowestoft																																	
Freepoint Shopping Park, Braintree																											5	0.1	4	0.1	35	1.3	1.5
Lakeside, West Thurrock																																	
Manningtree									1	0.2																							0.2
Central London																																	
Other	2	0.1							9	1.6	6	0.7	19	1.1	1	0.1									4	0.1			1	0.0	17	0.6	4.3
Total	100	4.6	100	5.1	100	10.0	100	5.4	100	18.7	100	12.0	100	5.7	100	5.1	100	2.4	100	5.2	100	2.2	100	1.8	100	1.4	100	2.7	100	1.8	100	3.6	87.7

Notes:
Market share figures derived from Question 18, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices

IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 13: Comparison Goods Expenditure Pattern - Bulky Goods, by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																	
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m	% 12 £m	% 13 £m	% 14 £m	% 15 £m	% 16 £m																		
IPSWICH																																		
Ipswich Town Centre	30	5.0	46	8.2	32	10.7	33	6.3	25	15.1	8	3.0	17	3.1	14	2.3	13	1.0	9	1.5	29	2.1	18	0.9	25	1.1	27	2.2	19	1.1	5	0.5	64.0	
Ipswich Out-of-Centre	45	7.6	42	7.6	35	11.9	45	8.6	10	6.4	4	1.4	5	0.8	31	5.0	40	3.0	26	4.4	18	1.3	21	1.1	16	0.7	11	0.9	24	1.5	62.2			
Euro Retail Park, Ransomes Way	15	2.6	31	5.6	24	8.2	34	6.5	6	3.6	2	0.7	3	0.5	19	3.1	23	1.8	16	2.7	13	0.9	15	0.8	13	0.6	8	0.6	12	0.7	38.9			
Futura Park, Ransomes Way	3	0.5	3	0.5	8	2.7	9	1.6	2	1.5	1	0.2	0	0.1	9	1.4	14	1.1	9	1.6	3	0.2	3	0.2	2	0.1	1	0.1	10	0.6	12.3			
Suffolk Retail Park, Yarmouth Road	3	0.5	1	0.1	1	0.2	1	0.2	0	0.2	0	0.2	0	0.1	1	0.1	1	0.1	0	0.0	0	0.0	0	0.0	1	0.1	1	0.1	1	0.1	1.2			
Orwell Retail Park, Ranelagh Road	10	1.7	3	0.6	2	0.5	2	0.3	2	1.2	0	0.1	1	0.2	2	0.3	2	0.1	1	0.1	0	0.0	1	0.1	1	0.1	1	0.0	1	0.0	5.1			
Anglia Retail Park, Bury Road	9	1.4	4	0.7	1	0.3	1	0.1	0	0.2	1	0.3	1	0.2	1	0.2	1	0.1	1	0.1	0	0.0	1	0.1	1	0.0	0	0.0	1	0.0	3.2			
Commercial Road Retail Park, Commercial Road	5	0.9					1	0.1	0	0.2					1	0.2					1	0.1	1	0.0	1	0.0			0	0.0	1.6			
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	14	2.3	6	1.1	2	0.6	3	0.6	4	2.5	1	0.2	4	0.6	4	0.6	3	0.2	6	1.0	2	0.2	4	0.2	1	0.0	2	0.1	4	0.2	10.7			
Interchange Retail Park, London Road	14	2.3	6	1.1	2	0.6	3	0.6	4	2.5	1	0.2	4	0.6	4	0.6	3	0.2	6	1.0	2	0.2	4	0.2	1	0.0	2	0.1	4	0.2	10.7			
Other Out-of-Centre	1	0.1																													0.1			
All District & Local Centres	3	0.5	1	0.1	2	0.6	7	1.4	0	0.2					2	0.3	2	0.2	2	0.3	3	0.2	1	0.0	0	0.0	1	0.1	1	0.1	0	0.0	4.0	
SUFFOLK COASTAL AREA																																		
Woodbridge Town Centre	2	0.3	1	0.1	4	1.4	1	0.1							23	3.7	13	1.0	1	0.1	18	1.3	8	0.4	2	0.1	2	0.2	1	0.0			8.8	
Felixstowe Town Centre	0	0.0	0	0.1	0	0.1	1	0.1									4	0.3	48	8.2	1	0.1	3	0.1	1	0.0	20	1.6	9	0.5	0	0.0	9.1	
Saxmundham Town Centre																																	2.4	
Framlingham Town Centre													1	0.2	2	0.3					0	0.0	10	0.5	30	1.3	1	0.1	0	0.0	2.4			
Aldeburgh Town Centre																																	0.2	
Leiston Town Centre																																	2.0	
Suffolk Coastal District Centres	0	0.0			6	1.9									2	0.3	5	0.4			2	0.1	9	0.5	2	0.1	1	0.1	0	0.0			3.5	
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	1	0.2	2	0.4	15	5.2	2	0.3	0	0.2	1	0.3	3	0.5	14	2.3	14	1.1	7	1.2	21	1.5	21	1.1	12	0.5	8	0.7	5	0.3	1	0.1	15.9	
Martlesham Heath Retail Park (including Tesco Extra)	1	0.2	2	0.4	15	5.2	2	0.3	0	0.2	1	0.3	3	0.5	14	2.3	14	1.1	7	1.2	21	1.5	21	1.1	12	0.5	8	0.7	5	0.3	1	0.1	15.9	
Other in Suffolk Coastal Area			1	0.1	1	0.2			1	0.4					3	0.5	0	0.0			1	0.1	0	0.0	1	0.0					0	0.0	1.4	
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																		
Bury St Edmunds									4	2.2	60	23.0	16	2.9	1	0.2					1	0.0	1	0.0									28.5	
Colchester	2	0.3	1	0.1	1	0.2	6	1.2	17	10.4	1	0.1							1	0.2			0	0.0					0	0.0			12.7	
Sudbury									26	16.0	0	0.1															1	0.1					16.1	
Stowmarket									0	0.2	21	8.2	23	4.1									0	0.0			1	0.1	1	0.1			12.6	
Norwich					0	0.1			0	0.2	4	0.7											2	0.1	2	0.1	2	0.1	1	0.1	15	1.6	3.2	
Halesworth																											4	0.3	1	0.1			3.8	
Diss																							1	0.0	2	0.1	2	0.1					2.9	
Hadleigh	1	0.2			0	0.1	1	0.2	4	2.5			15	2.6	0	0.1											0	0.0					3.0	
Chelmsford											2	0.7																					0.7	
Cambridge																																	4.8	
Lowestoft																											14	1.1	3	0.2	32	3.5		
Freepoint Shopping Park, Braintree																																	1.5	
Lakeside, West Thurrock	1	0.1	1	0.1	1	0.2	1	0.2			1	0.5			1	0.2	1	0.1															1.2	
Manningtree									2	1.2																							1.7	
Central London	1	0.1			1	0.3	0	0.1	1	0.7			1	0.2	1	0.1	1	0.1					2	0.1			1	0.0	1	0.0			9.2	
Other									6	3.5	3	1.0	12	2.1	3	0.4					1	0.0			2	0.1	2	0.1	3	0.2	15	1.6		
Total	100	16.7	100	17.9	100	33.5	100	19.2	100	61.6	100	38.6	100	18.0	100	16.2	100	7.7	100	17.2	100	7.2	100	5.3	100	4.4	100	8.1	100	6.1	100	10.8	288.5	

Notes:
 Derived from Tables 9, 10, 11, 12
 Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
 Figures may not add due to rounding

2015 Prices



**IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES**

Table 14: Comparison Goods Expenditure Pattern - Non-Bulky Goods (excluding Clothing & Footwear), by Zone, 2019

	Zone																Total Survey Derived Turnover (£m)																				
	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m	% £m																					
IPSWICH																																					
Ipswich Town Centre	56	32.0	77	46.2	55	60.3	69	45.9	24	47.1	14	17.3	21	12.5	30	15.2	26	6.0	23	11.9	30	7.2	27	4.4	28	3.8	27	6.7	25	4.8	0	0.1	321.5				
Ipswich Out-of-Centre	13	7.5	12	7.3	13	14.3	10	6.4	1	2.5	1	1.4	2	1.3	8	4.2	11	2.5	8	4.5	5	1.1	8	1.2	3	0.4	6	1.5	6	1.1	0	0.0	57.3				
Euro Retail Park, Ransomes Way	3	1.6	7	3.9	6	6.7	5	3.2									1	0.6	2	0.9	6	1.5	3	1.4	2	0.5	4	0.6	2	0.2	3	0.5	21.7				
Future Park, Ransomes Way	1	0.4	2	1.3	5	5.3	2	1.6									3	1.4	3	0.6	3	1.6	1	0.3	3	0.4	1	0.1	1	0.1	1	0.1	15.5				
Suffolk Retail Park, Yarmouth Road	8	4.4	2	0.9	1	1.4	1	0.9									1	0.5	1	0.4	1	0.3	3	1.5	1	0.3	1	0.2	0	0.0	1	0.3	12.6				
Orwell Retail Park, Ranelagh Road	2	0.9	1	0.7	1	1.0	1	0.4																			0	0.0					3.4				
Anglia Retail Park, Bury Road	0	0.2	1	0.4																								4	1.1					3.7			
Commercial Road Retail Park, Commercial Road	0	0.1	0	0.0							0	0.2																0	0.1					0.4			
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	15	8.5	3	1.9	2	2.0	3	2.3	3	6.3	1	0.9	2	0.9	2	0.8	4	1.0	4	2.1	1	0.3	4	0.6	1	0.1	2	0.5	3	0.5	3	0.5	28.7				
Interchange Retail Park, London Road	15	8.5	3	1.9	2	2.0	3	2.3	3	6.3	1	0.9	2	0.9	2	0.8	4	1.0	4	2.1	1	0.3	4	0.6	1	0.1	2	0.5	3	0.5			28.7				
Other Out-of-Centre	3	1.8	2	1.0	2	2.1	0	0.2																										6.7			
All District & Local Centres	5	3.0	0	0.2	5	5.2	9	5.7	0	0.8	0	0.1	1	0.7	1	0.6	5	1.2	1	0.5	1	0.3	2	0.2	0	0.0	0	0.0	0	0.1	1	0.3	18.9				
SUFFOLK COASTAL AREA																																					
Woodbridge Town Centre	0	0.2			3	3.4	1	0.7							38	19.0	29	6.8			26	6.3	10	1.5	5	0.6	4	1.1	3	0.5	0	0.1	40.4				
Felixstowe Town Centre	1	0.5	0	0.2	1	0.6	2	1.0	0	0.4					0	0.1	5	1.1			1	0.3	0	0.1	1	0.1	1	0.1	1	0.1	0	0.0	34.0				
Saxmundham Town Centre															0	0.1					2	0.4	1	0.1	2	0.2	30	7.4	3	0.5	0	0.1	9.0				
Framlingham Town Centre															0	0.1					2	1.0	0	0.1	0	0.1	10	1.6	28	3.8	0	0.1	6.8				
Aldeburgh Town Centre																					1	0.2	0	0.1	1	0.2	2	0.4	11	2.1	0	0.1	2.9				
Leiston Town Centre																					0	0.0	0	0.0	3	0.7	3	0.7	25	4.8	0	0.0	5.6				
Suffolk Coastal District Centres	0	0.0			4	4.4									0	0.1	1	0.5	2	0.5	3	0.8	9	1.5	0	0.1	1	0.3	0	0.0	0	0.0	8.1				
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	1	0.3	2	1.0	13	14.7	3	2.0	1	1.6	0	0.4	1	0.4	11	5.5	13	3.1	6	3.3	19	4.6	18	2.9	9	1.2	3	0.8	3	0.6	1	0.3	42.6				
Martlesham Heath Retail Park (including Tesco Extra)	1	0.3	2	1.0	13	14.7	3	2.0	1	1.6	0	0.4	1	0.4	11	5.5	13	3.1	6	3.3	19	4.6	18	2.9	9	1.2	3	0.8	3	0.6	1	0.3	42.6				
Other in Suffolk Coastal Area	2	1.0													2	1.0					0	0.3	1	0.1			0	0.0	1	0.1	0	0.0	1.6				
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																					
Bury St Edmunds	1	0.5	0	0.2	0	0.2	0	0.2	3	5.4	47	57.6	18	10.6	1	0.6	0	0.1	0	0.1	0	0.1			1	0.1	0	0.1	0	0.1	0	0.1	75.7				
Colchester	3	1.8	1	0.4	1	0.9	0	0.0	25	48.5	3	3.3	1	0.8	0	0.1	0	0.1	1	0.2			3	0.5	2	0.2			0	0.1			56.7				
Sudbury					0	0.1			23	44.6	0	0.5																0	0.1					45.2			
Stowmarket			0	0.1	0	0.5	1	0.6	0	0.5	22	26.7	23	13.5	0	0.1											0	0.1						41.1			
Norwich	0	0.3	0	0.2	0	0.5			0	0.6	1	1.4	7	3.9	0	0.2			1	0.1						3	0.5	8	1.0	6	1.5	5	1.0	30	9.9		
Halesworth																											0	0.0						21.9			
Diss																											0	0.0	2	0.5				10.7			
Hadleigh	0	0.2	0	0.2					4	7.6																	2	0.3					8.6				
Chelmsford																																		8.0			
Cambridge	0	0.1			0	0.1			1	1.1	2	2.2															0	0.1					0.1				
Lowestoft																																		3.9			
Freeport Shopping Park, Braintree					0	0.3			7	13.3																	0	0.0						13.7			
Lakeside, West Thurrock			0	0.2	0	0.4																					2	0.3						2.7			
Manningtree					2	3.5			1	1.1	1	1.2			1	0.3																		3.5			
Central London			0	0.1	0	0.2	1	0.5	1	1.1	0	0.2	1	0.9	0	0.2	2	0.6	0	0.2	2	0.6					0	0.1	0	0.1	2	0.4	3	0.5	2	0.5	5.8
Other	1	0.3	1	0.7	1	0.6	1	0.6	5	9.4	7	8.3	7	4.2	1	0.6	0	0.0	1	0.4	3	0.7	2	0.3	8	1.1	1	0.3	2	0.5	12	4.1	12	4.1	31.9		
Total	100	56.9	100	59.7	100	110.4	100	66.4	100	194.4	100	121.7	100	58.6	100	50.4	100	23.3	100	52.9	100	23.7	100	16.1	100	13.6	100	24.7	100	19.0	100	32.4	924.1				

Notes:
 Derived from Tables 2, 3, 4, 5, 6, 7, 8
 Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
 Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 15: Comparison Goods Expenditure Pattern - Combined, by Zone, 2019

	Zone																								Total Survey Derived Turnover (£m)	Inflow																																
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	(%)	(£m)																																		
IPSWICH																																																										
Ipswich Town Centre	55	55.4	73	76.4	57	109.1	65	75.1	25	86.2	14	30.7	24	24.1	27	24.0	26	10.7	24	22.8	30	12.4	30	8.3	31	7.3	29	12.7	25	8.3	1	0.6	564.3	15	84.6																							
Ipswich Out-of-Centre	16	16.4	15	15.8	14	26.7	13	15.5	3	9.7	1	2.9	2	2.1	13	11.2	14	5.5	10	9.6	6	2.6	11	3.0	5	1.2	5	2.4	8	2.6	0	0.0	127.3	5	6.4																							
Euro Retail Park, Ransomes Way	4	4.4	9	9.8	8	14.8	9	10.0	1	3.6	0	0.9	1	1.2	5	4.0	8	3.3	5	4.5	4	1.6	7	2.0	3	0.8	1	0.6	4	1.2	0	0.0	62.8	5	3.1																							
Futura Park, Ransomes Way	1	0.9	2	1.9	4	8.5	3	3.3	1	3.5	0	0.2	0	0.2	5	4.6	4	1.7	3	3.2	1	0.5	2	0.6	1	0.2	1	0.3	2	0.7	0	0.0	30.2	5	1.5																							
Suffolk Retail Park, Yarmouth Road	6	5.6	1	1.1	1	1.6	1	0.9	0	1.2	0	0.7	0	0.5	0	0.4	1	0.4	2	1.5	1	0.3	1	0.2	0	0.0	1	0.4	2	0.6	0	0.0	15.3	5	0.8																							
Orwell Retail Park, Ranelagh Road	3	2.7	1	1.2	1	1.5	1	1.0	0	1.2	0	0.1	0	0.0	1	0.6	0	0.2	0	0.3	0	0.1	0	0.1	0	0.1	0	0.0	0	0.0	0	0.0	9.1	5	0.5																							
Anglia Retail Park, Bury Road	2	1.8	2	1.8	0	0.3	0	0.3	0	0.2	0	1.0	0	0.2	2	1.5	2	1.5	0	0.1	0	0.1	0	0.1	0	0.1	2	1.1	0	0.0	8.0	5	0.4																									
Commercial Road Retail Park, Commercial Road	1	1.0	0	0.0	0	0.3	0	0.3	0	0.2	0	0.2	0	0.2	0	0.2	0	0.2	0	0.1	0	0.1	0	0.1	0	0.0	0	0.0	0	0.0	2.0	5	0.1																									
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	11	10.8	3	3.3	1	2.5	3	2.9	3	8.8	1	1.2	2	1.6	2	1.4	3	1.2	4	3.3	1	0.5	3	0.8	1	0.1	1	0.6	2	0.7	39.9	5	2.0																									
Interchange Retail Park, London Road	11	10.8	3	3.3	1	2.5	3	2.9	3	8.8	1	1.2	2	1.6	2	1.4	3	1.2	4	3.3	1	0.5	3	0.8	1	0.1	1	0.6	2	0.7	39.9	5	2.0																									
Other Out-of-Centre	2	2.4	1	1.0	1	2.6	0	0.2																									8.3	5	0.4																							
All District & Local Centres	5	5.5	0	0.4	3	6.6	7	8.6	0	0.9	0	0.1	1	0.7	2	1.5	5	2.0	1	1.1	1	0.6	1	0.3	0	0.1	1	0.3	0	0.1	1	0.4	29.0																									
SUFFOLK COASTAL AREA																																																										
Woodbridge Town Centre	1	0.9	0	0.1	3	5.6	1	1.2																																																		
Felixstowe Town Centre	1	1.1	1	0.6	1	1.5	2	2.6	0	0.4	0	0.7																																														
Saxmundham Town Centre																																																										
Framlingham Town Centre																																																										
Aldeburgh Town Centre																																																										
Leiston Town Centre																																																										
Suffolk Coastal District Centres	0	0.1			3	6.4																																																				
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)	0	0.5	3	2.6	12	22.8	3	3.4	1	2.4	0	0.7	1	0.9	11	9.8	16	6.5	7	6.7	18	7.5	15	4.3	9	2.1	8	3.6	4	1.3	1	0.6	75.7	5	3.8																							
Martlesham Heath Retail Park (including Tesco Extra)	0	0.5	3	2.6	12	22.8	3	3.4	1	2.4	0	0.7	1	0.9	11	9.8	16	6.5	7	6.7	18	7.5	15	4.3	9	2.1	8	3.6	4	1.3	1	0.6	75.7	5	3.8																							
Other in Suffolk Coastal Area			0	0.1	0	0.2			0	0.4																																																
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																																										
Bury St Edmunds	1	0.7	0	0.4	1	1.5	0	0.2	5	18.6	52	110.7	21	21.5	3	2.7	0	0.1	0	0.3	1	0.2	1	0.1	1	0.2	0	0.1																														
Colchester	3	2.7	1	0.7	1	1.6	1	1.5	25	84.0	2	3.3	1	0.9	0	0.3	1	0.2	0	0.2	1	0.3	2	0.5	1	0.2	0	0.1	0	0.1																												
Sudbury					0	0.1			19	65.2	0	0.6																																														
Stowmarket			0	0.3					0	0.7	19	39.3	20	20.2	0	0.1																																										
Norwich	1	0.5	0	0.5	0	0.5	1	0.6	1	2.8	1	1.6	7	7.2	0	0.2	1	0.4	0	0.5	2	0.7	4	1.0	8	2.0	7	2.9	6	1.8	34	19.3	42.5	10	1.2																							
Halesworth																																																										
Diss																																																										
Hadleigh	0	0.4	0	0.2	0	0.1	0	0.2	3	11.8																																																
Chelmsford									2	6.0																																																
Cambridge	0	0.4			0	0.1	0	0.3	1	1.7	2	3.7	0	0.3																																												
Lowestoft					0	0.3	0	0.3																																																		
Freepoint Shopping Park, Braintree			0	0.2	0	0.3			4	14.1	0	0.5																																														
Lakeside, West Thurrock	0	0.1	0	0.3	1	1.3	0	0.2			1	3.2			1	0.5	0	0.2	2	2.0			1	0.3	0	0.0			1	0.2	0	0.1	8.3																									
Manningtree									2	5.4																																																
Central London			0	0.3	0	0.9	1	0.8	1	3.3	0	1.0	7	7.0	3	2.7	4	1.6	1	0.3	1	0.6	2	0.5	0	0.1	2	0.8	2	0.6	1	0.5	14.7																									
Other	2	2.5	1	1.0	1	1.1	2	1.9	5	15.5	6	11.7	1	1.1	2	1.6	1	0.3	0	0.4	3	1.3	1	0.2	9	2.0	2	0.9	4	1.4	13	7.6	56.4																									
Total	100	100.4	100	104.2	100	191.5	100	115.5	100	338.5	100	211.9	100	101.5	100	87.9	100	40.8	100	93.6	100	40.9	100	27.9	100	23.4	100	43.2	100	32.8	100	56.8	1,611																									

Notes:
Market share figures derived from Questions 7-18, Ipswich and Suffolk Household Shoppers Survey undertaken by NEMS in February 2016
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2015 Prices



IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

TABLE 16: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN IPSWICH BOROUGH

Table 16a: Estimated 'Capacity' for Comparison Goods Facilities in Ipswich

Year	Benchmark Turnover £m ¹	Ipswich Borough Turnover - £m ²	Ipswich Borough Inflow - £m	Surplus Expenditure £m
2019	820.3	728.9	91.4	0.0
2026	987.5	910.6	114.2	37.4
2029	1,057	1,013	127.0	82.7
2031	1,106	1,090	136.7	120.4
2036	1,240	1,315	165.0	240.9
Market Share	45.2			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
2. Assumes constant market share claimed by Ipswich facilities from Study Area

2015 prices

Table 16b: Quantitative Need for Additional Comparison Goods Floorspace in Ipswich

Year	Surplus £m	Floorspace Requirement	
		Min ¹	Max ²
2019	0.0	-	-
2026	37.4	5,400	9,900
2029	82.7	11,200	20,600
2031	120.4	15,600	28,600
2036	240.9	27,800	51,100

Notes:

1. Average sales density assumed to be circa £5,730 per sq.m which WYG considers to be towards the higher end of what could be achieved in Ipswich
 2. Average sales density assumed to be circa £3,130 per sq.m which WYG considers to be towards the lower end of what could be achieved in Ipswich
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

2015 prices



IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 16c: Net Quantitative Need for Additional Comparison Goods Floorspace in Ipswich

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min ¹	Max ²
2019	0.0	-	-	-	-
2026	37.4	8.9	28.5	4,100	7,600
2029	82.7	9.5	73.2	9,900	18,200
2031	120.4	10.0	110.4	14,300	26,200
2036	240.9	11.2	229.7	26,500	48,700

Notes:

1. Average sales density assumed to be circa £5,730 per sq.m which WYG considers to be towards the higher end of what could be achieved in Ipswich

2. Average sales density assumed to be circa £3,130 per sq.m which WYG considers to be towards the lower end of what could be achieved in Ipswich

Residual calculated by subtracting turnover of commitments (sourced from Table 16d) from surplus expenditure (sourced from Table 16a)

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

2015 prices

Table 16d: Extant Comparison Goods Commitments in Ipswich, 2019

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Rosehill Development, Felixstowe Road District Centre	14/00080/FUL - amended by IP/16/00188/VC and IP/16/00189/VC	Mixed Use Development - Poundstretcher	-	779	1,988	1.5	Built and trading
		Mixed Use Development - New Retail Unit fronting Felixstowe Road	-	111	4,170	0.5	Built and trading
Anglia Retail Park, Bury Road	16/01194/FUL	Installation of a mezzanine floor, new shopfront and associated works (Dunelm)	-	1,348	2,647	3.6	Built and trading
Land Adjacent To Hertz Scot Group Ltd, Europa Way	15/00105/FUL	Erection of a retail foodstore (Aldi), and associated car parking, landscaping and new vehicular access	1,726	251	7,269	1.8	Extant permission
TOTAL				2,489		7.4	

Notes:

List of commitments provided by Ipswich Borough Council

Rosehill Development

Floorspace is uplift in floorspace and is derived from supporting planning application documents.

Sales density for Poundstretcher derived from information derived from Mintel Retail Rankings

Sales density for new retail unit fronting Felixstowe Road WYG estimate based on experience

6-8 Anglia Parkway

Floorspace derived from supporting planning application documents

Sales density for Dunelm taken from supporting planning application documents

Europa Way

Net comparison floorspace derived from supporting planning application documents.

Estimated sales density is Aldi's benchmark sales density derived from GlobalData.com

2015 prices



IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

TABLE 18: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN COPDOCK/INTERCHANGE RETAIL PARK

Table 17a: Estimated 'Capacity' for Comparison Goods Facilities in Copdock/Interchange Retail Park

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m
2019	41.9	39.9	2.0	0.0
2026	50.4	49.8	2.5	1.9
2029	54.0	55.4	2.8	4.2
2031	56.5	59.6	3.0	6.1
2036	63.3	72.0	3.6	12.3
Market Share	2.5			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

2. Assumes constant market share claimed by Ipswich facilities from Study Area

2015 prices

Table 17b: Quantitative Need for Additional Comparison Goods Floorspace in Copdock/Interchange Retail Park

Year	Surplus £m	Floorspace Requirement	
		Min ¹	Max ²
2019	0.0	-	-
2026	1.9	300	500
2029	4.2	600	1,000
2031	6.1	800	1,500
2036	12.3	1,400	2,600

Notes:

1. Average sales density assumed to be circa £5,730 per sq.m which WYG considers to be towards the higher end of what could be achieved in Ipswich

2. Average sales density assumed to be circa £3,130 per sq.m which WYG considers to be towards the lower end of what could be achieved in Ipswich

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

2015 prices