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
	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		Derived
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	Turnover (£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											2	0.5	2	0.2	9	0.6									2.2
Futura Park, Ransomes Way					1	0.6									9	1.9																	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	0.2																	1.1
Commercial Road Retail Park, Commercial Road																																	
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)			1	0.3															1	0.2													0.5
Interchange Retail Park, London Road			1	0.3															1	0.2													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	0.1			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															1	0.1			7.2
Norwich	1	0.3	1	0.3					3	2.2			11	2.7			1	0.1	1	0.2	4	0.4	6	0.4	16	0.9	13	1.3	10	0.8	57	7.8	17.3
Halesworth																											1	0.1	1	0.1	10	1.3	1.5
Diss													6	1.6							1	0.1	1	0.1									1.7
Hadleigh									2	1.6																	1	0.1					1.7
Chelmsford									7	6.0																							6.0
Cambridge	1	0.3					1	0.3	1	0.6	1	0.8	1	0.3									7	0.5	1	0.1							2.8
Lowestoft																	1	0.1					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	0.2													1.7
Lakeside, West Thurrock					1	0.6					3	1.5							8	2.0													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			4	0.4	1	0.1	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			6	0.6	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 1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		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	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																																	
Ipswich Out-of-Centre South-Western Fringe (Barbergh District)	21	1.0					2	0.1																									1.1
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			27	0.5	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	63	2.8	3	0.1			4	0.0							3.3
Saxmundham Town Centre																					2	0.0					40	0.8					0.9
Framlingham Town Centre																							4	0.1	13	0.2							0.2
Aldeburgh Town Centre																					3	0.1					6	0.1	21	0.3			0.5
Leiston Town Centre																													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)					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
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																																	
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																															24	0.7	0.7
Diss													15	0.7																			0.7
Hadleigh									4	0.7																							0.7
Chelmsford																					2	0.0											0.0
Cambridge																																	
Lowestoft																							2	0.0			8	0.2	6	0.1	11	0.3	0.6
Freeport Shopping Park, Braintree																																	
Lakeside, West Thurrock																							16	0.2									0.2
Manningtree									2	0.3																							0.3
Central London			2	0.1	3	0.2							3	0.1													5	0.1					0.6
Other	2	0.1					3	0.1	2	0.3	5	0.5	7	0.3	3	0.1									3	0.0					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
	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		Derived
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	Turnover (£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
Futura 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			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**											**2**	**0.0**					**0.4**
All District & Local Centres					**3**	**0.2**	**5**	**0.2**			**1**	**0.1**					**1**	**0.0**			**3**	**0.0**	**1**	**0.0**									**0.6**
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre					**7**	**0.5**	**1**	**0.1**							**25**	**0.9**	**12**	**0.2**			**19**	**0.3**	**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**											**1.6**
Saxmundham Town Centre																									**4**	**0.0**	**5**	**0.1**	**1**	**0.0**			**0.1**
Framlingham Town Centre															**1**	**0.1**							**1**	**0.0**	**1**	**0.0**							**0.1**
Aldeburgh Town Centre																													**2**	**0.0**			**0.0**
Leiston Town Centre																													**4**	**0.0**			**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**	**0.0**							**1.8**
Norwich	**1**	**0.1**							**1**	**0.2**			**12**	**0.5**	**1**	**0.1**							**5**	**0.1**	**7**	**0.1**	**2**	**0.0**	**11**	**0.2**	**41**	**1.0**	**2.1**
Halesworth																															**6**	**0.1**	**0.1**
Diss													**9**	**0.4**									**2**	**0.0**	**2**	**0.0**					**1**	**0.0**	**0.4**
Hadleigh	**1**	**0.0**							**3**	**0.5**																							**0.5**
Chelmsford																																	
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																	**1**	**0.0**															**0.0**
Lakeside, West Thurrock			**1**	**0.1**	**3**	**0.2**									**1**	**0.1**	**3**	**0.1**															**0.4**
Manningtree																																	
Central London									**1**	**0.2**							**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**			**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		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£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							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	0.3			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															14	1.0									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**	**0.0**															**1.1**
Interchange Retail Park, London Road	8	0.6	4	0.3			1	0.1									1	0.0															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**					**1**	**0.0**			**0.1**
Leiston Town Centre																											**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**	**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	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**													**2**	**0.1**					**5.4**
Norwich					**1**	**0.2**							**9**	**0.7**							**1**	**0.0**	**5**	**0.1**	**8**	**0.1**	**1**	**0.0**			**33**	**1.5**	**2.8**
Halesworth																															**16**	**0.7**	**0.7**
Diss													**9**	**0.7**																			**0.7**
Hadleigh	**2**	**0.1**							**3**	**0.7**																							**0.8**
Chelmsford																																	
Cambridge									**1**	**0.3**	**4**	**0.7**																					**1.0**
Lowestoft																											**5**	**0.2**	**1**	**0.0**	**23**	**1.0**	**1.3**
Freeport Shopping Park, Braintree																							**2**	**0.0**									**0.0**
Lakeside, West Thurrock			**1**	**0.1**	**1**	**0.2**					**4**	**0.7**			**3**	**0.2**	**2**	**0.1**					**3**	**0.1**	**2**	**0.0**			**8**	**0.2**	**1**	**0.1**	**1.6**
Manningtree																																	
Central London							**2**	**0.2**	**1**	**0.4**	**1**	**0.2**					**2**	**0.1**			**1**	**0.0**	**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**	**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		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£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
Futura Park, Ransomes Way					5	0.9			2	0.6					1	0.1																	1.6
Suffolk Retail Park, Yarmouth Road	2	0.2																					2	0.0									0.2
Orwell Retail Park, Ranelagh Road																																	
Anglia Retail Park, Bury Road			2	0.1																													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			25	0.9	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			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	0.2	2	0.3			31	8.7	1	0.2																					9.8
Sudbury									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																															21	0.9	0.9
Diss													13	1.1																			1.1
Hadleigh									2	0.6																							0.6
Chelmsford																																	
Cambridge	1	0.1							2	0.6	1	0.2																					0.9
Lowestoft							3	0.2																			7	0.2	7	0.2	2	0.1	0.8
Freeport Shopping Park, Braintree					2	0.3			18	5.2																							5.5
Lakeside, West Thurrock																																	
Manningtree																																	
Central London									2	0.6			7	0.6			12	0.4			2	0.1	2	0.0	2	0.0	3	0.1	8	0.2			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			26	0.5	5	0.2	2	0.0	12	0.5	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
	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		Derived
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	Turnover (£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	4	0.2									0.6
Suffolk Retail Park, Yarmouth Road	4	0.5											2	0.3					6	0.6	2	0.1	2	0.1									1.5
Orwell Retail Park, Ranelagh Road					2	0.4									2	0.2																	0.6
Anglia Retail Park, Bury Road																											22	1.1					1.1
Commercial Road Retail Park, Commercial Road	1	0.1					2	0.2																									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**			**14**	**0.7**					**2**	**0.1**	**5**	**0.2**	**2**	**0.1**	**4.0**
Felixstowe Town Centre	**4**	**0.4**																	**28**	**2.8**													**3.3**
Saxmundham Town Centre																							**2**	**0.1**			**7**	**0.4**	**2**	**0.1**			**0.5**
Framlingham Town Centre															**7**	**0.7**							**3**	**0.1**	**24**	**0.7**							**1.5**
Aldeburgh Town Centre																											**2**	**0.1**	**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**					**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					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											**42**	**10.2**	**14**	**1.6**																			**11.8**
Colchester	**11**	**1.3**	**2**	**0.2**	**3**	**0.6**			**34**	**12.1**	**13**	**3.1**	**6**	**0.8**							**2**	**0.1**	**13**	**0.5**	**8**	**0.2**			**2**	**0.1**			**18.8**
Sudbury									**19**	**6.9**	**1**	**0.3**																					**7.2**
Stowmarket											**4**	**0.9**	**23**	**2.8**									**1**	**0.0**									**3.7**
Norwich	**2**	**0.2**									**3**	**0.7**	**2**	**0.3**			**2**	**0.1**					**7**	**0.2**	**13**	**0.4**	**13**	**0.6**			**33**	**2.1**	**4.6**
Halesworth																											**5**	**0.2**			**27**	**1.7**	**2.0**
Diss													**5**	**0.6**											**5**	**0.1**							**0.8**
Hadleigh			**2**	**0.2**					**4**	**1.3**																							**1.4**
Chelmsford																																	
Cambridge											**4**	**0.9**					**2**	**0.1**			**2**	**0.1**							**5**	**0.2**			**1.3**
Lowestoft																											**9**	**0.4**	**7**	**0.3**	**28**	**1.8**	**2.5**
Freeport Shopping Park, Braintree									**23**	**8.2**																							**8.2**
Lakeside, West Thurrock																																	
Manningtree																																	
Central London															**3**	**0.2**							**1**	**0.0**					**5**	**0.2**			**0.5**
Other							**4**	**0.5**	**8**	**2.8**			**4**	**0.5**							**5**	**0.3**			**4**	**0.1**			**8**	**0.3**	**4**	**0.2**	**4.7**
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 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		Zone 16		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	**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**	**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	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
Anglia Retail Park, Bury Road			1	0.0											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**			**20**	**0.2**	**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															**2**	**0.0**					**1**	**0.0**	**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											**50**	**2.7**	**6**	**0.2**																			**2.9**
Colchester							**2**	**0.0**	**10**	**0.8**																							**0.9**
Sudbury									**38**	**3.0**																							**3.0**
Stowmarket									**1**	**0.1**	**39**	**2.1**	**38**	**1.1**									**2**	**0.0**									**3.3**
Norwich																																	
Halesworth																											**1**	**0.0**			**42**	**0.7**	**0.7**
Diss													**27**	**0.7**											**4**	**0.0**							**0.8**
Hadleigh									**6**	**0.5**																							**0.5**
Chelmsford																	**2**	**0.0**															**0.0**
Cambridge																																	
Lowestoft							**2**	**0.0**																			**4**	**0.1**	**11**	**0.1**	**24**	**0.4**	**0.6**
Freeport Shopping Park, Braintree																																	
Lakeside, West Thurrock																																	
Manningtree									**5**	**0.4**																							**0.4**
Central London																																	
Other			**1**	**0.0**	**2**	**0.1**			**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**
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 1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		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	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					3	0.8	1	0.2							2	0.2																	1.1
Euro Retail Park, Ransomes Way							1	0.2																									0.2
Futura Park, Ransomes Way					3	0.8																											0.8
Suffolk Retail Park, Yarmouth Road																																	
Orwell Retail Park, Ranelagh Road																																	
Anglia Retail Park, Bury Road															2	0.2																	0.2
Commercial Road Retail Park, Commercial Road																																	
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	0.1	1	0.1					1	0.1					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	0.0							1	0.1	7.7
SUFFOLK COASTAL AREA																																	
Woodbridge Town Centre					4	1.1	1	0.2							63	6.8	59	3.1			66	3.2	20	0.7	9	0.2	6	0.3	2	0.1			15.6
Felixstowe Town Centre			1	0.1			1	0.1	1	0.4							9	0.5	93	11.4	1	0.1	1	0.0									12.5
Saxmundham Town Centre																					4	0.2	1	0.0	3	0.1	57	2.9	3	0.1	1	0.1	3.4
Framlingham Town Centre															2	0.2	1	0.0	1	0.1			19	0.6	60	1.7	1	0.1					2.7
Aldeburgh Town Centre																					1	0.1			7	0.2	2	0.1	20	0.8			1.2
Leiston Town Centre																											9	0.5	58	2.4			2.8
Suffolk Coastal District Centres					12	2.8									3	0.3	3	0.2			6	0.3	33	1.1									4.6
Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)					13	3.1	3	0.5							6	0.7	5	0.3			12	0.6	12	0.4	8	0.2	3	0.2	2	0.1			6.0
Martlesham Heath Retail Park (including Tesco Extra)					13	3.1	3	0.5							6	0.7	5	0.3			12	0.6	12	0.4	8	0.2	3	0.2	2	0.1			6.0
Other in Suffolk Coastal Area																																	
OUTSIDE IPSWICH BOROUGH AND SUFFOLK COASTAL DISTRICT																																	
Bury St Edmunds											29	7.4	6	0.8											1	0.0							8.2
Colchester									14	5.8					1	0.1							1	0.0									5.9
Sudbury									38	15.7	1	0.2																					15.9
Stowmarket									1	0.4	39	10.1	38	4.4									2	0.1									14.9
Norwich													7	0.8									1	0.0	2	0.1	1	0.0			4	0.3	1.3
Halesworth																									1	0.0	1	0.1			67	4.6	4.7
Diss													23	2.7											2	0.0							2.7
Hadleigh									7	3.0																							3.0
Chelmsford																																	
Cambridge																																	
Lowestoft																							1	0.0			3	0.1	3	0.1	9	0.6	0.9
Freeport Shopping Park, Braintree																																	
Lakeside, West Thurrock											2	0.5																					0.5
Manningtree									7	2.9																							2.9
Central London							1	0.2															1	0.0	1	0.0	1	0.0					0.3
Other									8	3.2	25	6.4	17	2.0					1	0.1	2	0.1			2	0.1	2	0.1			18	1.3	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 1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		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	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
Futura Park, Ransomes Way	4	0.1	7	0.3	14	0.9	10	0.4	6	0.8	2	0.2			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					3	0.1											2	0.0			0.5
Orwell Retail Park, Ranelagh Road	8	0.3			3	0.2					1	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			1	0.0					0.2
Felixstowe Town Centre			2	0.1													2	0.0	36	1.4									2	0.0			1.5
Saxmundham Town Centre																							3	0.0			10	0.2					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																			1	0.0			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	1	0.0	3	0.0	4	0.0	24	0.6	1.3
Halesworth																											2	0.0			29	0.7	0.7
Diss													15	0.6	2	0.1									3	0.0							0.7
Hadleigh									3	0.5																							0.5
Chelmsford																																	
Cambridge																																	
Lowestoft																											19	0.4	4	0.0	25	0.6	1.0
Freeport Shopping Park, Braintree																																	
Lakeside, West Thurrock																																	
Manningtree																																	
Central London							2	0.1					2	0.1							1	0.0	1	0.0									0.2
Other									3	0.5			2	0.1	3	0.1			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		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£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**			**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			6	0.1			1	0.0			3.3
Futura 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			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											1	0.0															0.2
Anglia Retail Park, Bury Road	1	0.1	2	0.2																	2	0.1											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															**6**	**0.4**	**3**	**0.1**			**2**	**0.1**	**8**	**0.1**									**0.6**
Felixstowe Town Centre					**2**	**0.3**	**1**	**0.1**											**52**	**3.2**													**3.5**
Saxmundham Town Centre																					**2**	**0.0**					**19**	**0.5**	**2**	**0.0**			**0.6**
Framlingham Town Centre																							**5**	**0.1**	**18**	**0.3**							**0.4**
Aldeburgh Town Centre																					**2**	**0.1**							**4**	**0.1**			**0.1**
Leiston Town Centre																					**2**	**0.0**					**3**	**0.1**	**24**	**0.5**	**1**	**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											**59**	**8.1**	**3**	**0.2**											**2**	**0.0**	**3**	**0.1**					**8.4**
Colchester	**2**	**0.1**							**26**	**5.9**															**1**	**0.0**							**6.1**
Sudbury									**23**	**5.3**																							**5.3**
Stowmarket											**20**	**2.8**	**14**	**1.0**	**2**	**0.1**									**2**	**0.0**							**3.9**
Norwich											**3**	**0.4**	**5**	**0.3**							**2**	**0.0**	**5**	**0.1**	**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									**2**	**0.4**																							**0.4**
Chelmsford																																	
Cambridge											**2**	**0.3**																					**0.3**
Lowestoft																									**5**	**0.1**	**26**	**0.7**	**1**	**0.0**	**45**	**1.5**	**2.3**
Freeport Shopping Park, Braintree																																	
Lakeside, West Thurrock																																	
Manningtree																																	
Central London							**2**	**0.2**					**2**	**0.1**							**2**	**0.0**	**1**	**0.0**			**2**	**0.0**	**6**	**0.1**			**0.5**
Other	**1**	**0.1**							**2**	**0.4**			**1**	**0.1**	**1**	**0.1**					**2**	**0.1**	**2**	**0.0**	**1**	**0.0**					**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
	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		Derived
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	Turnover (£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	2	0.1	17	1.3	17	0.6	15	1.2	6	0.2	6	0.1	18	0.3			7	0.2			12.8
Futura 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	3	0.1	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					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							1.3
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**							**2**	**0.1**			**3.9**
Saxmundham Town Centre																							**4**	**0.1**	**1**	**0.0**	**30**	**1.1**	**19**	**0.5**	**1**	**0.0**	**1.8**
Framlingham Town Centre													**2**	**0.1**	**3**	**0.2**							**8**	**0.2**	**16**	**0.3**			**1**	**0.0**			**0.9**
Aldeburgh Town Centre																													**1**	**0.0**			**0.0**
Leiston Town Centre																											**1**	**0.0**	**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**			**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**	**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**													**2**	**0.1**					**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																									**5**	**0.1**					**21**	**1.0**	**1.1**
Diss													**20**	**1.6**									**2**	**0.0**	**3**	**0.1**							**1.7**
Hadleigh	**2**	**0.2**					**2**	**0.2**	**2**	**0.7**																							**1.0**
Chelmsford																																	
Cambridge											**4**	**0.7**																					**0.7**
Lowestoft																											**17**	**0.6**	**1**	**0.0**	**34**	**1.6**	**2.3**
Freeport Shopping Park, Braintree																																	
Lakeside, West Thurrock	**2**	**0.1**	**1**	**0.1**	**1**	**0.2**	**2**	**0.2**			**3**	**0.5**			**3**	**0.2**	**2**	**0.1**															**1.5**
Manningtree									**4**	**1.0**																							**1.0**
Central London					**2**	**0.3**			**2**	**0.7**			**1**	**0.1**	**1**	**0.1**	**2**	**0.1**			**1**	**0.0**	**4**	**0.1**			**1**	**0.0**	**1**	**0.0**			**1.5**
Other									**5**	**1.4**	**2**	**0.3**	**11**	**0.9**	**3**	**0.3**					**2**	**0.0**			**2**	**0.0**	**2**	**0.1**			**12**	**0.6**	**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 1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		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	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
Futura 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											1	0.0			1	0.0					1	0.0	1	0.0			0.5
Orwell Retail Park, Ranelagh Road	20	0.9			1	0.1	1	0.1															1	0.0									1.1
Anglia Retail Park, Bury Road	1	0.0	4	0.2	1	0.1					1	0.1																					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									1.2
Interchange Retail Park, London Road	5	0.2			3	0.3			2	0.3	1	0.1	1	0.1					1	0.1			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									31	1.6	14	0.3			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	3	0.1									6	0.1	64	3.3													3.8
Saxmundham Town Centre																											13	0.3					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	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	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											62	7.4	7	0.4	1	0.1																	7.9
Colchester									17	3.1													1	0.0									3.1
Sudbury									35	6.5	1	0.1																					6.6
Stowmarket											24	2.8	32	1.8																			4.6
Norwich							1	0.1					2	0.1			1	0.0													2	0.1	0.3
Halesworth																											11	0.3	3	0.1	45	1.6	1.9
Diss													7	0.4											1	0.0							0.4
Hadleigh					1	0.1			7	1.3																	1	0.0					1.5
Chelmsford																																	
Cambridge																																	
Lowestoft																											5	0.1	4	0.1	35	1.3	1.5
Freeport Shopping Park, Braintree																																	
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		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£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					0	0.2					1	0.1			0	0.0					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			2	0.3	2	0.1					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	0.3	1	0.2					1	0.1	0	0.0	1	0.0					0	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	0.1	1	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**							**1**	**0.1**			**9.1**
Saxmundham Town Centre																							**3**	**0.1**	**1**	**0.0**	**20**	**1.6**	**9**	**0.5**	**0**	**0.0**	**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**	**0.0**	**3**	**0.2**			**0.2**
Leiston Town Centre																											**6**	**0.5**	**24**	**1.5**			**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**	**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**																					**16.1**
Stowmarket									**0**	**0.2**	**21**	**8.2**	**23**	**4.1**									**0**	**0.0**			**1**	**0.1**					**12.6**
Norwich							**0**	**0.1**			**0**	**0.2**	**4**	**0.7**			**2**	**0.2**	**1**	**0.1**	**1**	**0.1**	**2**	**0.1**	**2**	**0.1**	**1**	**0.1**	**1**	**0.1**	**15**	**1.6**	**3.2**
Halesworth																									**2**	**0.1**	**4**	**0.3**	**1**	**0.1**	**30**	**3.3**	**3.8**
Diss													**15**	**2.6**	**0**	**0.1**							**1**	**0.0**	**2**	**0.1**							**2.9**
Hadleigh	**1**	**0.2**			**0**	**0.1**	**1**	**0.2**	**4**	**2.5**																	**0**	**0.0**					**3.0**
Chelmsford																																	
Cambridge											**2**	**0.7**																					**0.7**
Lowestoft																											**14**	**1.1**	**3**	**0.2**	**32**	**3.5**	**4.8**
Freeport Shopping Park, Braintree																																	
Lakeside, West Thurrock	**1**	**0.1**	**1**	**0.1**	**1**	**0.2**	**1**	**0.2**			**1**	**0.5**			**1**	**0.2**	**1**	**0.1**															**1.5**
Manningtree									**2**	**1.2**																							**1.2**
Central London					**1**	**0.3**	**0**	**0.1**	**1**	**0.7**			**1**	**0.2**	**1**	**0.1**	**1**	**0.1**			**1**	**0.1**	**2**	**0.1**			**1**	**0.0**	**1**	**0.0**			**1.7**
Other	**1**	**0.1**							**6**	**3.5**	**3**	**1.0**	**12**	**2.1**	**3**	**0.4**			**0**	**0.0**	**1**	**0.0**			**2**	**0.1**	**2**	**0.1**	**3**	**0.2**	**15**	**1.6**	**9.2**
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 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		Zone 16		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			0	0.1	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
Futura Park, Ransomes Way	1	0.4	2	1.3	5	5.3	2	1.6	1	2.0			0	0.1	3	1.4	3	0.6	3	1.6	1	0.3	3	0.4	1	0.1	1	0.2	1	0.1	0	0.0	15.5
Suffolk Retail Park, Yarmouth Road	8	4.4	2	0.9	1	1.4	1	0.9	0	0.5	0	0.6	1	0.5	1	0.4	1	0.3	3	1.5	1	0.3	1	0.2	0	0.0	1	0.3	3	0.5			12.6
Orwell Retail Park, Ranelagh Road	2	0.9	1	0.7	1	1.0	1	0.4					0	0.0	1	0.3	0	0.1							0	0.0							3.4
Anglia Retail Park, Bury Road	0	0.2	1	0.4							1	0.7			2	1.2					0	0.1	0	0.0	0	0.1	4	1.1					3.7
Commercial Road Retail Park, Commercial Road	0	0.1	0	0.0			0	0.2													0	0.0											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**			**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**					**1**	**0.5**	**1**	**0.3**			**0**	**0.1**	**2**	**0.4**	**0**	**0.0**			**1**	**0.3**					**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**	**0.1**	**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**	**56**	**29.6**	**1**	**0.3**	**0**	**0.1**	**1**	**0.1**			**1**	**0.1**			**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**			**0**	**0.1**	**6.8**
Aldeburgh Town Centre																					**1**	**0.2**	**0**	**0.1**	**1**	**0.2**	**2**	**0.4**	**11**	**2.1**			**2.9**
Leiston Town Centre																					**0**	**0.0**					**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**			**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**			**0**	**0.3**	**1**	**0.1**					**0**	**0.0**	**1**	**0.1**			**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**					**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**					**1**	**0.2**	**3**	**0.5**	**2**	**0.2**			**0**	**0.1**			**56.7**
Sudbury					**0**	**0.1**			**23**	**44.6**	**0**	**0.5**																					**45.2**
Stowmarket			**0**	**0.1**					**0**	**0.5**	**22**	**26.7**	**23**	**13.5**	**0**	**0.1**							**1**	**0.1**	**0**	**0.0**	**0**	**0.1**					**41.1**
Norwich	**0**	**0.3**	**0**	**0.2**	**0**	**0.5**	**1**	**0.6**	**0**	**0.6**	**1**	**1.4**	**7**	**3.9**	**0**	**0.2**	**1**	**0.1**	**0**	**0.1**	**1**	**0.2**	**3**	**0.5**	**8**	**1.0**	**6**	**1.5**	**5**	**1.0**	**30**	**9.9**	**21.9**
Halesworth																									**0**	**0.0**	**2**	**0.5**			**32**	**10.3**	**10.7**
Diss													**14**	**8.3**									**0**	**0.0**	**2**	**0.3**					**0**	**0.0**	**8.6**
Hadleigh	**0**	**0.2**	**0**	**0.2**					**4**	**7.6**																							**8.0**
Chelmsford																	**0**	**0.0**			**0**	**0.0**											**0.1**
Cambridge	**0**	**0.1**			**0**	**0.1**			**1**	**1.1**	**2**	**2.2**					**0**	**0.1**			**0**	**0.1**							**1**	**0.2**			**3.9**
Lowestoft							**1**	**0.3**															**0**	**0.0**	**1**	**0.1**	**9**	**2.2**	**6**	**1.1**	**20**	**6.5**	**10.3**
Freeport Shopping Park, Braintree					**0**	**0.3**			**7**	**13.3**							**0**	**0.0**					**0**	**0.0**									**13.7**
Lakeside, West Thurrock			**0**	**0.2**	**0**	**0.4**					**1**	**1.2**			**1**	**0.3**	**1**	**0.1**					**2**	**0.3**	**0**	**0.0**			**1**	**0.2**	**0**	**0.1**	**2.7**
Manningtree									**2**	**3.5**																							**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**			**1**	**0.1**	**2**	**0.3**	**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**	**0**	**0.1**	**8**	**1.1**	**1**	**0.3**	**2**	**0.5**	**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	
	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16				
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£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			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			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	0.0	0	0.0			9.1	5	0.5
Anglia Retail Park, Bury Road	2	1.8	2	1.8	0	0.3					0	1.0	0	0.2	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	0.2					0	0.2					0	0.1	0	0.1	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					1	1.0	0	0.3			0	0.1	1	0.4	0	0.0			1	0.3					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							31	26.8	22	8.9	1	1.0	26	10.6	10	2.8	4	0.9	4	1.8	2	0.7	0	0.3	61.6	10	6.2
Felixstowe Town Centre	1	1.1	1	0.6	1	1.5	2	2.6	0	0.4	0	0.7			1	0.6	5	1.9	48	45.1	2	0.8	0	0.1	1	0.1			1	0.3			55.7	10	5.6
Saxmundham Town Centre															0	0.1					1	0.5	1	0.3	1	0.3	21	9.3	4	1.3	0	0.2	12.0	10	1.2
Framlingham Town Centre													1	0.5	1	1.3	0	0.1	0	0.1	0	0.0	8	2.3	23	5.4	0	0.2	0	0.0	0	0.1	10.0	5	0.5
Aldeburgh Town Centre									0	0.7					0	0.3					0	0.2	0	0.1	1	0.2	2	0.7	9	3.0			5.1	15	0.8
Leiston Town Centre																					0	0.0					3	1.5	24	7.8	0	0.0	9.3	5	0.5
Suffolk Coastal District Centres	0	0.1			3	6.4							0	0.1	1	0.8	2	0.9			3	1.1	8	2.1	2	0.4	1	0.4	1	0.2			12.3		
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					2	1.7	0	0.0	0	0.3	1	0.2	0	0.0	0	0.0	0	0.0	0	0.1	0	0.0	3.1		
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					157.3		
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			96.5		
Sudbury					0	0.1			19	65.2	0	0.6																					65.9		
Stowmarket			0	0.3					0	0.7	19	39.3	20	20.2	0	0.1							0	0.1	0	0.0	0	0.1	0	0.1			61.0		
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		
Halesworth																									1	0.1	2	0.9	0	0.1	26	14.9	16.0		
Diss													12	12.5	0	0.1					0	0.1	0	0.1	2	0.4					0	0.0	13.2		
Hadleigh	0	0.4	0	0.2	0	0.1	0	0.2	3	11.8																	0	0.1					12.8		
Chelmsford									2	6.0							0	0.0			0	0.0											6.0		
Cambridge	0	0.4			0	0.1	0	0.3	1	1.7	2	3.7	0	0.3			0	0.1			0	0.1	2	0.5	0	0.1			1	0.2			7.4		
Lowestoft							0	0.3									0	0.1					0	0.1	1	0.1	9	3.8	5	1.7	22	12.3	18.5		
Freeport Shopping Park, Braintree			0	0.2	0	0.3			4	14.1	0	0.5					0	0.0	0	0.2			0	0.0									15.4		
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																							5.4		
Central London			0	0.3	0	0.9	1	0.8	1	3.3	0	1.0	1	1.1	3	2.7	4	1.6			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	7	7.0	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]	Floorspace Requirement 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

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	Floorspace Requirement	
	£m	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