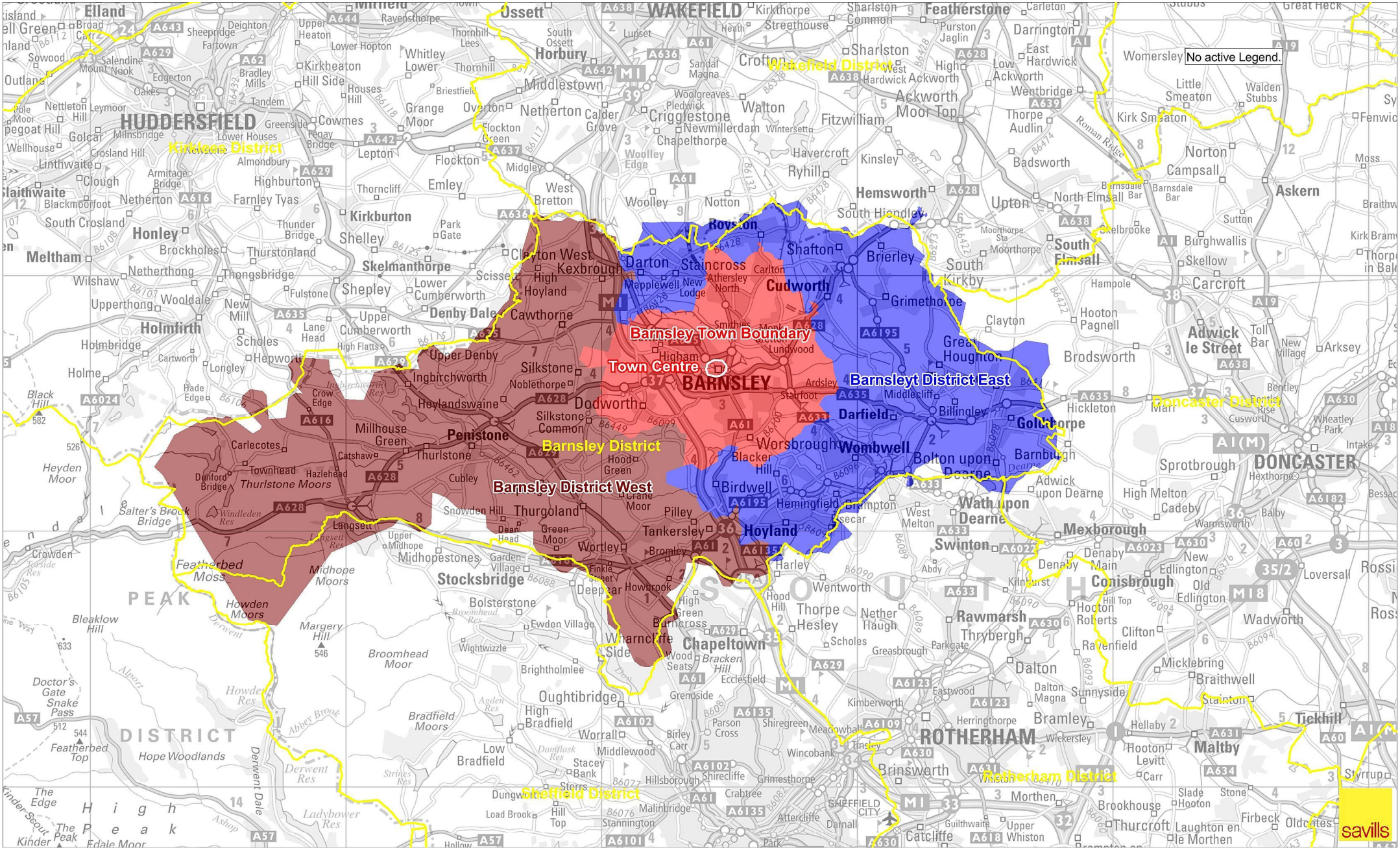
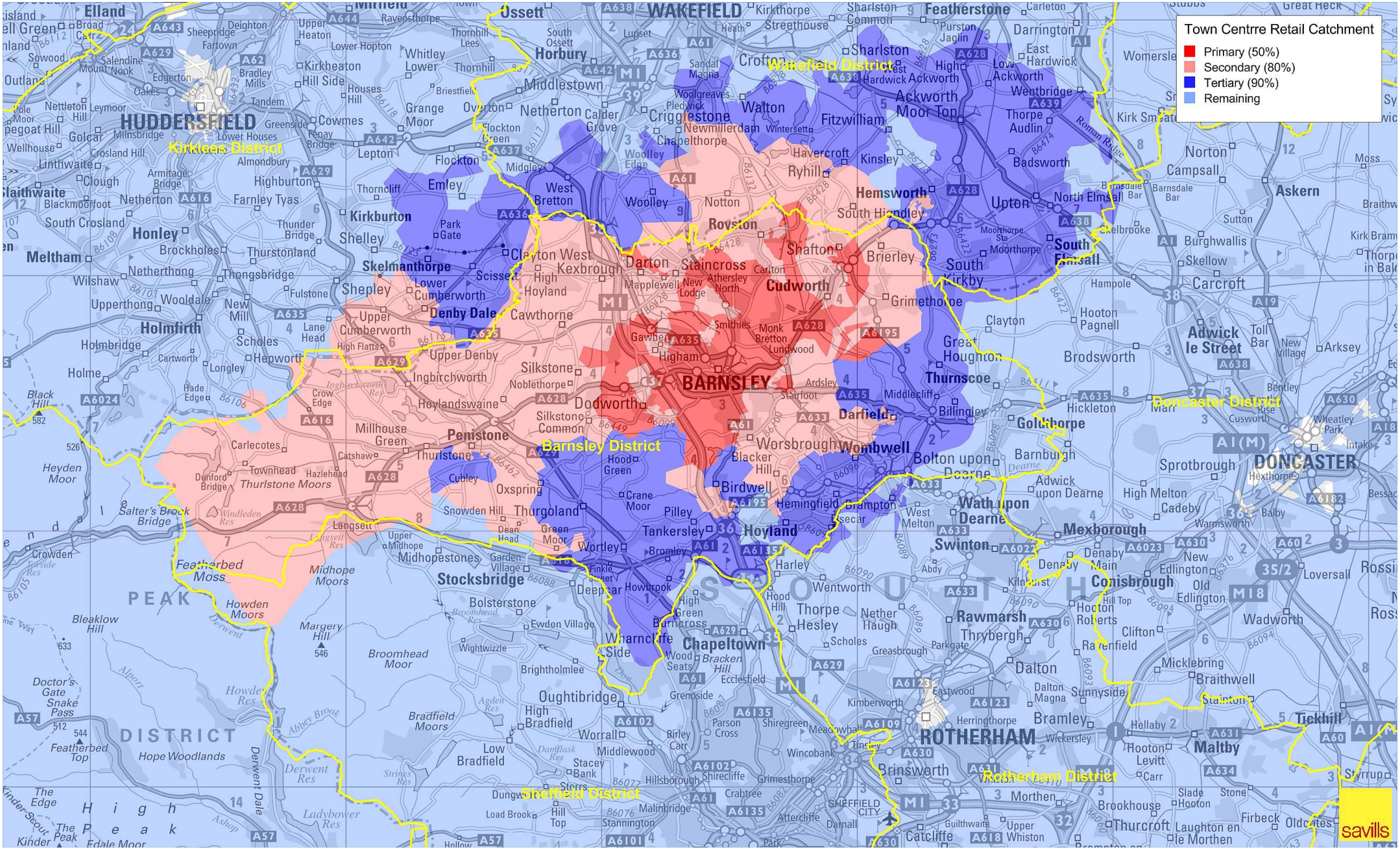
9. Retail Vision Shopping Patterns Plan and Summary Tables


No active Legend.
Barnsley Town Boundary
Town Centre
Barnsley District
Barnsley District West
Barnsleyt District East
Wakefield District
Kirklees District
Doncaster District
Rotherham District
Sheffield District
HUDDERSFIELD
WAKEFIELD
BARNSLEY
DONCASTER
ROTHERHAM
Cudworth
Royston
Hoyland
Penistone
Dodworth
Darfield
Wombwell
Goldthorpe
Thurlstone
Stocksbridge
Chapeltown
Oughtibridge
Grimethorpe
Brierley
Shafton
Staincross
Darton
Kexbrough
Clayton West
Skelmanthorpe
Shepley
Honley
Holmfirth
Denby Dale
Cawthorne
Silkstone
Silkstone Common
Hoylandswaine
Ingbirchworth
Upper Denby
Millhouse Green
Thurgoland
Tankersley
Wortley
Worsbrough
Bolton upon Dearne
Wath upon Dearne
Mexborough
Swinton
Conisbrough
Rawmarsh
Thrybergh
Dalton
Bramley
Wickersley
Maltby
Tickhill
Brinsworth
Catcliffe
Treeton
Aston
Dinnington
Laughton en le Morthen
Thurcroft
Wadworth
Braithwell
Micklebring
Askern
Campsall
Norton
Carcroft
Adwick le Street
Skellow
Burghwallis
South Elmsall
South Kirkby
Upton
Hemsworth
South Hiendley
Badsworth
Ryhill
Havercroft
Kinsley
Fitzwilliam
Crigglestone
Newmillerdam
Chapelthorpe
Walton
Ackworth Moor Top
Ackworth
Featherstone
Sharlston
Sharlston Common
Streethouse
Crofton
Horbury
Ossett
Middlestown
Netherton
Flockton
Lepton
Emley
Kirkburton
Thurstonland
Farnley Tyas
Almondbury
Golcar
Lindley
Meltham
Holme
Holmbridge
Scholes
Hepworth
Longley
Upperthong
Wooldale
Netherthong
Wilshaw
Thongsbridge
Fulstone
Scissett
Shelley
Cumberworth
Upper Cumberworth
Lane Head
Skelmanthorpe
Clayton West
Kexbrough
Darton
Staincross
Royston
Shafton
Brierley
Grimethorpe
Cudworth
Barnsley
Dodworth
Darfield
Wombwell
Goldthorpe
Thurlstone
Penistone
Millhouse Green
Carlecotes
Townhead
Dunford Bridge
Thurlstone Moors
Hazlehead
Catshaw
Cubley
Snowden Hill
Thurgoland
Langsett
Midhopestones
Midhope Moors
Howden Moors
Featherbed Moss
Stocksbridge
Deepcar
Bolsterstone
Ewden Village
Wharncliffe Side
Chapeltown
Wood Seats
Bracken Hill
Ecclesfield
Grenoside
Wincobank
Meadowhall
Shiregreen
Parson Cross
Birley Carr
Middlewood
Low Bradfield
High Bradfield
Brightholmlee
Wigtwizzle
Broomhead Moor
Bradfield Moors
Howden Moors
Derwent Res
Howden Res
Agden Res
Damflask Res
Strines Res
Ladybower Res
Derwent Dale
Abbey Brook
Alport
Doctor's Gate
Snake Pass
Featherbed Top
Hope Woodlands
Bleaklow Hill
Margery Hill
Derwent
Pennine Way
Kinder Scout
The Edge
The Peak
Edale Moor
High Peak
PEAK DISTRICT
SOUTH YORKSHIRE
Dearne Valley
Rotherham
Sheffield
Doncaster
Wakefield
Kirklees
Barnsley
savills


Town Centrre Retail Catchment
Primary (50%)
Secondary (80%)
Tertiary (90%)
Remaining
BARNSLEY
DONCASTER
ROTHERHAM
SHEFFIELD CITY
HUDDERSFIELD
WAKEFIELD
Barnsley District
Doncaster District
Rotherham District
Sheffield District
Kirklees District
Wakefield District
savills

FASHION Outflow and retention of spend from Barnsley Town Boundary, Barnsley District East and Barnsley District West

Origin	Destination	Flow	share
Barnsley Town Boundary	Barnsley Town Centre	53,011,445	82
Barnsley Town Boundary	Sheffield District (B)	6,340,826	10
Barnsley Town Boundary	Rotherham District (B)	2,305,758	4
Barnsley Town Boundary	Wakefield District (B)	2,082,271	3
Barnsley Town Boundary	Leeds District (B)	363,028	1
Barnsley Town Boundary	Kirklees District (B)	276,052	0
Barnsley Town Boundary	Barnsley district east not TC	188,374	0
Barnsley Town Boundary	Doncaster District (B)	131,795	0
Barnsley Town Boundary	Barnsley district west not TC	30,730	0
Barnsley Town Boundary	Calderdale District (B)	9,465	0
Barnsley Town Boundary	Manchester District (B)	6,243	0
Barnsley Town Boundary	Bradford District (B)	4,993	0
Barnsley Town Boundary	Tameside District (B)	2,794	0
Barnsley Town Boundary	Bassetlaw District	1,036	0
Barnsley Town Boundary	Oldham District (B)	1,023	0
Barnsley Town Boundary	Stockport District (B)	845	0
Barnsley Town Boundary	High Peak District (B)	793	0
Barnsley Town Boundary	Selby District	389	0
Barnsley Town Boundary	York (B)	298	0
Barnsley Town Boundary	Bolsover District	260	0
Barnsley Town Boundary	Chesterfield District (B)	233	0
Barnsley Town Boundary	Rochdale District (B)	199	0
Barnsley Town Boundary	North East Derbyshire District	166	0
Barnsley Town Boundary	Trafford District (B)	147	0
Barnsley Town Boundary	Mansfield District	120	0
Barnsley Town Boundary	Harrogate District (B)	68	0
Barnsley Town Boundary	Bury District (B)	67	0
Barnsley Town Boundary	Cheshire East (B)	60	0
Barnsley Town Boundary	Salford District (B)	58	0
Barnsley Town Boundary	East Riding of Yorkshire	56	0
Barnsley Town Boundary	Bolton District (B)	15	0
Barnsley Town Boundary	Ashfield District	14	0
Barnsley Town Boundary	Derbyshire Dales District	9	0
Barnsley Town Boundary	North Lincolnshire (B)	7	0
Barnsley Town Boundary	Amber Valley District (B)	5	0
Barnsley Town Boundary	Craven District	3	0
Barnsley Town Boundary	West Lindsey District	2	0
Barnsley Town Boundary	Pendle District (B)	1	0

Origin	Destination	Flow	share
Barnsley district east not TC	Sheffield District (B)	28,456,051	36
Barnsley district east not TC	Barnsley Town Boundary	22,306,788	29
Barnsley district east not TC	Rotherham District (B)	12,222,094	16
Barnsley district east not TC	Wakefield District (B)	7,594,825	10
Barnsley district east not TC	Doncaster District (B)	4,565,413	6
Barnsley district east not TC	Leeds District (B)	1,512,962	2
Barnsley district east not TC	Kirklees District (B)	894,072	1
Barnsley district east not TC	Barnsley district east not TC	442,748	1
Barnsley district east not TC	Barnsley district west not TC	34,861	0
Barnsley district east not TC	Bassetlaw District	28,513	0
Barnsley district east not TC	Calderdale District (B)	23,763	0
Barnsley district east not TC	Bradford District (B)	19,428	0
Barnsley district east not TC	Manchester District (B)	19,293	0
Barnsley district east not TC	Tameside District (B)	8,345	0
Barnsley district east not TC	Selby District	5,524	0
Barnsley district east not TC	Chesterfield District (B)	5,151	0
Barnsley district east not TC	Bolsover District	5,092	0
Barnsley district east not TC	York (B)	4,042	0
Barnsley district east not TC	High Peak District (B)	2,716	0
Barnsley district east not TC	Mansfield District	2,691	0
Barnsley district east not TC	Stockport District (B)	2,548	0
Barnsley district east not TC	Oldham District (B)	2,305	0
Barnsley district east not TC	North East Derbyshire District	1,603	0
Barnsley district east not TC	North Lincolnshire (B)	1,336	0
Barnsley district east not TC	Harrogate District (B)	914	0
Barnsley district east not TC	Trafford District (B)	831	0
Barnsley district east not TC	East Riding of Yorkshire	800	0
Barnsley district east not TC	Salford District (B)	497	0
Barnsley district east not TC	West Lindsey District	376	0
Barnsley district east not TC	Ashfield District	354	0
Barnsley district east not TC	Rochdale District (B)	318	0
Barnsley district east not TC	Newark and Sherwood District	150	0
Barnsley district east not TC	Cheshire East (B)	148	0
Barnsley district east not TC	Lincoln District (B)	146	0
Barnsley district east not TC	Amber Valley District (B)	129	0
Barnsley district east not TC	Bury District (B)	84	0
Barnsley district east not TC	Derbyshire Dales District	76	0
Barnsley district east not TC	Bolton District (B)	11	0
Barnsley district east not TC	Craven District	4	0
Barnsley district east not TC	Pendle District (B)	2	0

Origin	Destination	Flow	share
Barnsley district west not TC	Sheffield District (B)	11,852,729	51
Barnsley district west not TC	Barnsley Town Boundary	4,882,933	21
Barnsley district west not TC	Kirklees District (B)	1,853,661	8
Barnsley district west not TC	Wakefield District (B)	1,250,836	5
Barnsley district west not TC	Leeds District (B)	1,155,700	5
Barnsley district west not TC	Rotherham District (B)	1,125,496	5
Barnsley district west not TC	Manchester District (B)	275,238	1
Barnsley district west not TC	Barnsley district west not TC	187,496	1
Barnsley district west not TC	Calderdale District (B)	123,675	1
Barnsley district west not TC	Tameside District (B)	121,373	1
Barnsley district west not TC	Oldham District (B)	53,573	0
Barnsley district west not TC	Doncaster District (B)	37,940	0
Barnsley district west not TC	Stockport District (B)	37,496	0
Barnsley district west not TC	High Peak District (B)	30,970	0
Barnsley district west not TC	Bradford District (B)	27,724	0
Barnsley district west not TC	Barnsley district east not TC	22,642	0
Barnsley district west not TC	Trafford District (B)	16,220	0
Barnsley district west not TC	Salford District (B)	11,124	0
Barnsley district west not TC	Bassetlaw District	6,437	0
Barnsley district west not TC	Rochdale District (B)	5,100	0
Barnsley district west not TC	Bury District (B)	2,758	0
Barnsley district west not TC	Cheshire East (B)	2,670	0
Barnsley district west not TC	Chesterfield District (B)	1,980	0
Barnsley district west not TC	Bolsover District	1,909	0
Barnsley district west not TC	York (B)	1,188	0
Barnsley district west not TC	Mansfield District	1,052	0
Barnsley district west not TC	Derbyshire Dales District	875	0
Barnsley district west not TC	North East Derbyshire District	822	0
Barnsley district west not TC	Bolton District (B)	785	0
Barnsley district west not TC	Harrogate District (B)	269	0
Barnsley district west not TC	Ashfield District	139	0
Barnsley district west not TC	Pendle District (B)	137	0
Barnsley district west not TC	Selby District	127	0
Barnsley district west not TC	Warrington (B)	113	0
Barnsley district west not TC	Wigan District (B)	107	0
Barnsley district west not TC	Craven District	70	0
Barnsley district west not TC	Amber Valley District (B)	47	0
Barnsley district west not TC	East Riding of Yorkshire	19	0
Barnsley district west not TC	Cheshire West and Chester (B)	18	0
Barnsley district west not TC	Rossendale District (B)	13	0
Barnsley district west not TC	Hyndburn District (B)	12	0
Barnsley district west not TC	North Lincolnshire (B)	11	0
Barnsley district west not TC	Blackburn with Darwen (B)	8	0
Barnsley district west not TC	Staffordshire Moorlands District	5	0
Barnsley district west not TC	Halton (B)	1	0
Barnsley district west not TC	West Lindsey District	1	0

Retention within district	53,230,549		
Total leakage from district	11,529,098		
Total retention within distr	81,108,016	49	%
Total leakage from district	84,912,140	51	%
Total Spend	166,020,156		

Retention within district	22,784,397
Total leakage from district	55,382,611

Retention within district	5,093,071
Total leakage from district	18,000,431

FASHION Inflow to Barnsley Town

Origin	Destination	Flow	Share
Barnsley Town Centre	**Barnsley Town Boundary**	53,011,445	25
Barnsley district east not TC	**Barnsley Town Boundary**	22,306,788	11
Wakefield District (B)	**Barnsley Town Boundary**	8,676,656	4
Barnsley district west not TC	**Barnsley Town Boundary**	4,882,933	2
Kirklees District (B)	**Barnsley Town Boundary**	3,529,896	2
Sheffield District (B)	**Barnsley Town Boundary**	1,576,556	1
Rotherham District (B)	**Barnsley Town Boundary**	1,512,267	1
Doncaster District (B)	**Barnsley Town Boundary**	928,169	0
Selby District	**Barnsley Town Boundary**	304,408	0
Leeds District (B)	**Barnsley Town Boundary**	131,023	0
High Peak District (B)	**Barnsley Town Boundary**	67,622	0
Calderdale District (B)	**Barnsley Town Boundary**	60,136	0
East Riding of Yorkshire	**Barnsley Town Boundary**	54,195	0
North East Derbyshire District	**Barnsley Town Boundary**	42,693	0
Derbyshire Dales District	**Barnsley Town Boundary**	25,197	0
Bassetlaw District	**Barnsley Town Boundary**	24,440	0
Bolsover District	**Barnsley Town Boundary**	24,372	0
Tameside District (B)	**Barnsley Town Boundary**	19,599	0
Oldham District (B)	**Barnsley Town Boundary**	9,996	0
Stockport District (B)	**Barnsley Town Boundary**	9,080	0
Chesterfield District (B)	**Barnsley Town Boundary**	6,731	0
North Lincolnshire (B)	**Barnsley Town Boundary**	3,826	0
Bradford District (B)	**Barnsley Town Boundary**	2,969	0
Newark and Sherwood District	**Barnsley Town Boundary**	2,483	0
Cheshire East (B)	**Barnsley Town Boundary**	2,416	0
Manchester District (B)	**Barnsley Town Boundary**	738	0
Mansfield District	**Barnsley Town Boundary**	717	0
Harrogate District (B)	**Barnsley Town Boundary**	534	0
Amber Valley District (B)	**Barnsley Town Boundary**	410	0
Rochdale District (B)	**Barnsley Town Boundary**	375	0
York (B)	**Barnsley Town Boundary**	346	0
West Lindsey District	**Barnsley Town Boundary**	231	0
Staffordshire Moorlands District	**Barnsley Town Boundary**	177	0
Ashfield District	**Barnsley Town Boundary**	163	0
Bury District (B)	**Barnsley Town Boundary**	72	0
Trafford District (B)	**Barnsley Town Boundary**	46	0
Gedling District (B)	**Barnsley Town Boundary**	42	0
Rossendale District (B)	**Barnsley Town Boundary**	34	0
Warrington (B)	**Barnsley Town Boundary**	27	0
Salford District (B)	**Barnsley Town Boundary**	12	0
North Kesteven District	**Barnsley Town Boundary**	5	0
Cheshire West and Chester (B)	**Barnsley Town Boundary**	2	0
Burnley District (B)	**Barnsley Town Boundary**	2	0
Bolton District (B)	**Barnsley Town Boundary**	2	0
Blackburn with Darwen (B)	**Barnsley Town Boundary**	1	0
	Total	97,219,832	
	Inflow	17,018,666	

HOMEWARE DIY Outflow and retention of spend from Barnsley Town Boundary, Barnsley District East and Barnsley District West

Origin	Destination	Flow	share
Barnsley Town Boundary	Barnsley Town Centre	20,754,753	21
Barnsley Town Boundary	Rotherham District (B)	6,717,849	7
Barnsley Town Boundary	Sheffield District (B)	4,287,099	4
Barnsley Town Boundary	Wakefield District (B)	3,803,795	4
Barnsley Town Boundary	Kirklees District (B)	1,259,540	1
Barnsley Town Boundary	Leeds District (B)	593,563	1
Barnsley Town Boundary	Doncaster District (B)	445,655	0
Barnsley Town Boundary	Barnsley district east not TC	314,893	0
Barnsley Town Boundary	Calderdale District (B)	67,031	0
Barnsley Town Boundary	Bradford District (B)	61,928	0
Barnsley Town Boundary	Barnsley district west not TC	39,124	0
Barnsley Town Boundary	Tameside District (B)	31,310	0
Barnsley Town Boundary	Bassetlaw District	12,811	0
Barnsley Town Boundary	Manchester District (B)	10,942	0
Barnsley Town Boundary	High Peak District (B)	9,311	0
Barnsley Town Boundary	Oldham District (B)	9,017	0
Barnsley Town Boundary	Stockport District (B)	8,318	0
Barnsley Town Boundary	Selby District	6,271	0
Barnsley Town Boundary	Bolsover District	4,409	0
Barnsley Town Boundary	Chesterfield District (B)	3,808	0
Barnsley Town Boundary	Rochdale District (B)	2,218	0
Barnsley Town Boundary	Mansfield District	2,017	0
Barnsley Town Boundary	Trafford District (B)	1,487	0
Barnsley Town Boundary	North East Derbyshire District	1,293	0
Barnsley Town Boundary	York (B)	907	0
Barnsley Town Boundary	Salford District (B)	865	0
Barnsley Town Boundary	East Riding of Yorkshire	844	0
Barnsley Town Boundary	Ashfield District	570	0
Barnsley Town Boundary	Harrogate District (B)	499	0
Barnsley Town Boundary	Cheshire East (B)	404	0
Barnsley Town Boundary	Amber Valley District (B)	229	0
Barnsley Town Boundary	Bury District (B)	196	0
Barnsley Town Boundary	Bolton District (B)	47	0
Barnsley Town Boundary	Derbyshire Dales District	47	0
Barnsley Town Boundary	North Lincolnshire (B)	25	0
Barnsley Town Boundary	Newark and Sherwood District	12	0
Barnsley Town Boundary	West Lindsey District	9	0
Barnsley Town Boundary	Craven District	5	0
		21,108,770	22
	Total	38,453,099	39

Origin	Destination	Flow	share
Barnsley district east not TC	Rotherham District (B)	15,591,450	34
Barnsley district east not TC	Barnsley Town Boundary	13,590,511	29
Barnsley district east not TC	Sheffield District (B)	6,271,823	14
Barnsley district east not TC	Wakefield District (B)	5,158,369	11
Barnsley district east not TC	Doncaster District (B)	2,870,144	6
Barnsley district east not TC	Kirklees District (B)	1,181,255	3
Barnsley district east not TC	Leeds District (B)	641,881	1
Barnsley district east not TC	Barnsley district east not TC	538,218	1
Barnsley district east not TC	Bradford District (B)	66,633	0
Barnsley district east not TC	Calderdale District (B)	46,629	0
Barnsley district east not TC	Bassetlaw District	34,078	0
Barnsley district east not TC	Barnsley district west not TC	24,836	0
Barnsley district east not TC	Tameside District (B)	20,848	0
Barnsley district east not TC	Selby District	15,534	0
Barnsley district east not TC	Bolsover District	8,302	0
Barnsley district east not TC	Manchester District (B)	7,322	0
Barnsley district east not TC	Chesterfield District (B)	7,288	0
Barnsley district east not TC	High Peak District (B)	6,489	0
Barnsley district east not TC	Stockport District (B)	5,592	0
Barnsley district east not TC	Oldham District (B)	5,013	0
Barnsley district east not TC	Mansfield District	3,881	0
Barnsley district east not TC	York (B)	2,504	0
Barnsley district east not TC	East Riding of Yorkshire	2,196	0
Barnsley district east not TC	North East Derbyshire District	1,813	0
Barnsley district east not TC	North Lincolnshire (B)	1,501	0
Barnsley district east not TC	Harrogate District (B)	1,474	0
Barnsley district east not TC	Rochdale District (B)	1,359	0
Barnsley district east not TC	Ashfield District	1,172	0
Barnsley district east not TC	Trafford District (B)	987	0
Barnsley district east not TC	West Lindsey District	773	0
Barnsley district east not TC	Salford District (B)	500	0
Barnsley district east not TC	Amber Valley District (B)	483	0
Barnsley district east not TC	Cheshire East (B)	230	0
Barnsley district east not TC	Newark and Sherwood District	194	0
Barnsley district east not TC	Bury District (B)	181	0
Barnsley district east not TC	Lincoln District (B)	131	0
Barnsley district east not TC	Derbyshire Dales District	108	0
Barnsley district east not TC	Bolton District (B)	49	0
Barnsley district east not TC	Craven District	19	0
Barnsley district east not TC	Gedling District (B)	11	0
Barnsley district east not TC	Pendle District (B)	4	0
Barnsley district east not TC	Wigan District (B)	1	0

Origin	Destination	Flow	share
Barnsley district west not TC	Barnsley Town Boundary	4,156,305	30
Barnsley district west not TC	Sheffield District (B)	3,735,294	27
Barnsley district west not TC	Rotherham District (B)	1,995,537	14
Barnsley district west not TC	Kirklees District (B)	1,452,061	11
Barnsley district west not TC	Wakefield District (B)	1,199,160	9
Barnsley district west not TC	Leeds District (B)	329,648	2
Barnsley district west not TC	Tameside District (B)	156,590	1
Barnsley district west not TC	Barnsley district west not TC	151,563	1
Barnsley district west not TC	Calderdale District (B)	142,756	1
Barnsley district west not TC	Doncaster District (B)	84,511	1
Barnsley district west not TC	Oldham District (B)	73,469	1
Barnsley district west not TC	Manchester District (B)	61,711	0
Barnsley district west not TC	Barnsley district east not TC	47,561	0
Barnsley district west not TC	Bradford District (B)	45,020	0
Barnsley district west not TC	High Peak District (B)	44,950	0
Barnsley district west not TC	Stockport District (B)	42,631	0
Barnsley district west not TC	Trafford District (B)	11,020	0
Barnsley district west not TC	Rochdale District (B)	9,417	0
Barnsley district west not TC	Bassetlaw District	8,717	0
Barnsley district west not TC	Salford District (B)	8,129	0
Barnsley district west not TC	Bolsover District	3,000	0
Barnsley district west not TC	Chesterfield District (B)	2,777	0
Barnsley district west not TC	Cheshire East (B)	2,642	0
Barnsley district west not TC	Bury District (B)	2,008	0
Barnsley district west not TC	Mansfield District	1,518	0
Barnsley district west not TC	North East Derbyshire District	869	0
Barnsley district west not TC	Bolton District (B)	824	0
Barnsley district west not TC	Ashfield District	474	0
Barnsley district west not TC	York (B)	450	0
Barnsley district west not TC	Derbyshire Dales District	392	0
Barnsley district west not TC	Selby District	349	0
Barnsley district west not TC	Harrogate District (B)	261	0
Barnsley district west not TC	Amber Valley District (B)	197	0
Barnsley district west not TC	Warrington (B)	195	0
Barnsley district west not TC	Wigan District (B)	136	0
Barnsley district west not TC	Craven District	81	0
Barnsley district west not TC	Pendle District (B)	54	0
Barnsley district west not TC	East Riding of Yorkshire	49	0
Barnsley district west not TC	Hyndburn District (B)	37	0
Barnsley district west not TC	Staffordshire Moorlands District	32	0
Barnsley district west not TC	Cheshire West and Chester (B)	26	0
Barnsley district west not TC	Rossendale District (B)	21	0
Barnsley district west not TC	Newark and Sherwood District	20	0
Barnsley district west not TC	North Lincolnshire (B)	16	0
Barnsley district west not TC	Blackburn with Darwen (B)	7	0
Barnsley district west not TC	West Lindsey District	5	0
Barnsley district west not TC	Gedling District (B)	5	0
Barnsley district west not TC	Halton (B)	1	0

Retention within district	21,108,770	**Retention within district**	14,153,565	**Retention within district**	4,355,429
Total leakage from district	17,344,329	**Total leakage from district**	31,958,222	**Total leakage from district**	9,417,068
Total retention within district	39,617,765	40 %			
Total leakage from district	58,719,619	60 %			
Total Spend	98,337,383				

HOMEWARE DIY Inflow to Barnsley Town

Origin	Destination	Flow	Share
Barnsley Town Centre	**Barnsley Town Boundary**	20,754,753	11
Barnsley district east not TC	**Barnsley Town Boundary**	13,590,511	8
Wakefield District (B)	**Barnsley Town Boundary**	8,602,455	5
Barnsley district west not TC	**Barnsley Town Boundary**	4,156,305	2
Sheffield District (B)	**Barnsley Town Boundary**	3,931,850	2
Kirklees District (B)	**Barnsley Town Boundary**	3,360,004	2
Rotherham District (B)	**Barnsley Town Boundary**	2,492,411	1
Doncaster District (B)	**Barnsley Town Boundary**	1,908,325	1
Leeds District (B)	**Barnsley Town Boundary**	379,623	0
Selby District	**Barnsley Town Boundary**	372,280	0
Calderdale District (B)	**Barnsley Town Boundary**	129,290	0
Bassetlaw District	**Barnsley Town Boundary**	104,563	0
High Peak District (B)	**Barnsley Town Boundary**	85,767	0
East Riding of Yorkshire	**Barnsley Town Boundary**	64,456	0
North East Derbyshire District	**Barnsley Town Boundary**	61,373	0
Derbyshire Dales District	**Barnsley Town Boundary**	42,078	0
Bolsover District	**Barnsley Town Boundary**	34,723	0
Bradford District (B)	**Barnsley Town Boundary**	22,576	0
Tameside District (B)	**Barnsley Town Boundary**	15,043	0
Chesterfield District (B)	**Barnsley Town Boundary**	12,822	0
Oldham District (B)	**Barnsley Town Boundary**	11,674	0
North Lincolnshire (B)	**Barnsley Town Boundary**	11,586	0
Stockport District (B)	**Barnsley Town Boundary**	9,042	0
Harrogate District (B)	**Barnsley Town Boundary**	3,416	0
Newark and Sherwood District	**Barnsley Town Boundary**	3,013	0
York (B)	**Barnsley Town Boundary**	2,756	0
Rochdale District (B)	**Barnsley Town Boundary**	2,525	0
Manchester District (B)	**Barnsley Town Boundary**	1,960	0
Cheshire East (B)	**Barnsley Town Boundary**	1,280	0
West Lindsey District	**Barnsley Town Boundary**	1,193	0
Mansfield District	**Barnsley Town Boundary**	960	0
Amber Valley District (B)	**Barnsley Town Boundary**	835	0
Ashfield District	**Barnsley Town Boundary**	825	0
Craven District	**Barnsley Town Boundary**	276	0
Staffordshire Moorlands District	**Barnsley Town Boundary**	109	0
Trafford District (B)	**Barnsley Town Boundary**	80	0
Bury District (B)	**Barnsley Town Boundary**	74	0
Rossendale District (B)	**Barnsley Town Boundary**	67	0
North Kesteven District	**Barnsley Town Boundary**	28	0
Pendle District (B)	**Barnsley Town Boundary**	25	0
Gedling District (B)	**Barnsley Town Boundary**	17	0
Warrington (B)	**Barnsley Town Boundary**	6	0
Burnley District (B)	**Barnsley Town Boundary**	4	0
Salford District (B)	**Barnsley Town Boundary**	3	0
Lincoln District (B)	**Barnsley Town Boundary**	3	0

			%
Sub-total - from District	38,501,570	21	64%
Sub-total - inflow outside District	21,671,395	12	36%
Grand Total	60,172,965	33	

ELECTRICAL Outflow and retention of spend from Barnsley Town Boundary, Barnsley District East and Barnsley District West

Origin	Destination	Flow	share
Barnsley Town Boundary	Barnsley Town Boundary	18,229,444	77
Barnsley Town Boundary	Sheffield District (B)	1,773,598	8
Barnsley Town Boundary	Rotherham District (B)	1,596,192	7
Barnsley Town Boundary	Wakefield District (B)	1,336,539	6
Barnsley Town Boundary	Kirklees District (B)	289,663	1
Barnsley Town Boundary	Doncaster District (B)	126,009	1
Barnsley Town Boundary	Leeds District (B)	122,278	1
Barnsley Town Boundary	Barnsley district west not TC	27,501	0
Barnsley Town Boundary	Barnsley district east not TC	23,309	0
Barnsley Town Boundary	Calderdale District (B)	8,183	0
Barnsley Town Boundary	Bradford District (B)	5,210	0
Barnsley Town Boundary	Tameside District (B)	3,495	0
Barnsley Town Boundary	Bassetlaw District	1,909	0
Barnsley Town Boundary	Manchester District (B)	919	0
Barnsley Town Boundary	High Peak District (B)	864	0
Barnsley Town Boundary	Oldham District (B)	835	0
Barnsley Town Boundary	Selby District	783	0
Barnsley Town Boundary	Stockport District (B)	430	0
Barnsley Town Boundary	North East Derbyshire District	345	0
Barnsley Town Boundary	Chesterfield District (B)	335	0
Barnsley Town Boundary	Mansfield District	187	0
Barnsley Town Boundary	Bolsover District	186	0
Barnsley Town Boundary	East Riding of Yorkshire	149	0
Barnsley Town Boundary	Rochdale District (B)	134	0
Barnsley Town Boundary	Trafford District (B)	60	0
Barnsley Town Boundary	York (B)	41	0
Barnsley Town Boundary	Harrogate District (B)	30	0
Barnsley Town Boundary	Ashfield District	20	0
Barnsley Town Boundary	Salford District (B)	15	0
Barnsley Town Boundary	West Lindsey District	4	0
Barnsley Town Boundary	Bury District (B)	4	0
Barnsley Town Boundary	Amber Valley District (B)	4	0
Barnsley Town Boundary	North Lincolnshire (B)	4	0

Retention within district	18,280,253	
Total leakage from district	5,268,423	
Total retention within distr	31,867,455	53 %
Total leakage from district	28,628,294	47 %
Total Spend	60,495,749	

Origin	Destination	Flow	share
Barnsley district east not TC	Barnsley Town Boundary	9,888,897	35
Barnsley district east not TC	Rotherham District (B)	6,638,613	24
Barnsley district east not TC	Sheffield District (B)	5,590,328	20
Barnsley district east not TC	Wakefield District (B)	2,944,321	10
Barnsley district east not TC	Doncaster District (B)	2,009,294	7
Barnsley district east not TC	Kirklees District (B)	612,423	2
Barnsley district east not TC	Leeds District (B)	347,805	1
Barnsley district east not TC	Barnsley district east not TC	54,541	0
Barnsley district east not TC	Barnsley district west not TC	25,638	0
Barnsley district east not TC	Bassetlaw District	23,001	0
Barnsley district east not TC	Bradford District (B)	18,474	0
Barnsley district east not TC	Calderdale District (B)	16,262	0
Barnsley district east not TC	Tameside District (B)	10,378	0
Barnsley district east not TC	Selby District	5,639	0
Barnsley district east not TC	Chesterfield District (B)	4,197	0
Barnsley district east not TC	Manchester District (B)	3,668	0
Barnsley district east not TC	Mansfield District	2,944	0
Barnsley district east not TC	High Peak District (B)	2,415	0
Barnsley district east not TC	North East Derbyshire District	2,277	0
Barnsley district east not TC	Oldham District (B)	2,105	0
Barnsley district east not TC	Stockport District (B)	1,844	0
Barnsley district east not TC	Bolsover District	1,756	0
Barnsley district east not TC	East Riding of Yorkshire	1,208	0
Barnsley district east not TC	York (B)	895	0
Barnsley district east not TC	North Lincolnshire (B)	747	0
Barnsley district east not TC	Harrogate District (B)	572	0
Barnsley district east not TC	West Lindsey District	544	0
Barnsley district east not TC	Ashfield District	432	0
Barnsley district east not TC	Rochdale District (B)	380	0
Barnsley district east not TC	Trafford District (B)	379	0
Barnsley district east not TC	Newark and Sherwood District	168	0
Barnsley district east not TC	Amber Valley District (B)	122	0
Barnsley district east not TC	Salford District (B)	70	0
Barnsley district east not TC	Lincoln District (B)	55	0
Barnsley district east not TC	Cheshire East (B)	41	0
Barnsley district east not TC	Bury District (B)	14	0
Barnsley district east not TC	Gedling District (B)	14	0
Barnsley district east not TC	Bolton District (B)	1	0

Retention within district	9,969,077
Total leakage from district	18,243,386

Origin	Destination	Flow	share
Barnsley district west not TC	Barnsley Town Boundary	3,429,356	39
Barnsley district west not TC	Sheffield District (B)	2,509,747	29
Barnsley district west not TC	Kirklees District (B)	831,180	10
Barnsley district west not TC	Rotherham District (B)	686,462	8
Barnsley district west not TC	Wakefield District (B)	597,349	7
Barnsley district west not TC	Barnsley district west not TC	184,194	2
Barnsley district west not TC	Leeds District (B)	161,287	2
Barnsley district west not TC	Tameside District (B)	87,574	1
Barnsley district west not TC	Calderdale District (B)	63,790	1
Barnsley district west not TC	Doncaster District (B)	36,620	0
Barnsley district west not TC	Manchester District (B)	35,303	0
Barnsley district west not TC	Oldham District (B)	34,804	0
Barnsley district west not TC	High Peak District (B)	17,897	0
Barnsley district west not TC	Stockport District (B)	17,404	0
Barnsley district west not TC	Bradford District (B)	14,424	0
Barnsley district west not TC	Rochdale District (B)	5,359	0
Barnsley district west not TC	Trafford District (B)	4,809	0
Barnsley district west not TC	Barnsley district east not TC	4,576	0
Barnsley district west not TC	Bassetlaw District	3,981	0
Barnsley district west not TC	Salford District (B)	2,890	0
Barnsley district west not TC	Cheshire East (B)	1,023	0
Barnsley district west not TC	Chesterfield District (B)	1,006	0
Barnsley district west not TC	Bury District (B)	914	0
Barnsley district west not TC	North East Derbyshire District	707	0
Barnsley district west not TC	Mansfield District	681	0
Barnsley district west not TC	Bolsover District	441	0
Barnsley district west not TC	Bolton District (B)	289	0
Barnsley district west not TC	Ashfield District	97	0
Barnsley district west not TC	York (B)	80	0
Barnsley district west not TC	Wigan District (B)	63	0
Barnsley district west not TC	Harrogate District (B)	56	0
Barnsley district west not TC	Selby District	43	0
Barnsley district west not TC	Warrington (B)	37	0
Barnsley district west not TC	Rossendale District (B)	35	0
Barnsley district west not TC	Craven District	30	0
Barnsley district west not TC	Amber Valley District (B)	27	0
Barnsley district west not TC	Cheshire West and Chester (B)	26	0
Barnsley district west not TC	Hyndburn District (B)	13	0
Barnsley district west not TC	Pendle District (B)	12	0
Barnsley district west not TC	East Riding of Yorkshire	9	0
Barnsley district west not TC	Newark and Sherwood District	4	0
Barnsley district west not TC	Gedling District (B)	3	0
Barnsley district west not TC	West Lindsey District	3	0
Barnsley district west not TC	Blackburn with Darwen (B)	3	0
Barnsley district west not TC	North Lincolnshire (B)	2	0
Barnsley district west not TC	Halton (B)	1	0

Retention within district	3,618,126
Total leakage from district	5,116,484

ELECTRICAL Inflow to Barnsley Town

Origin	Destination	Flow	Share
Barnsley Town Centre	**Barnsley Town Boundary**	18,229,444	14
Barnsley district east not TC	**Barnsley Town Boundary**	9,888,897	8
Wakefield District (B)	**Barnsley Town Boundary**	5,407,267	4
Barnsley district west not TC	**Barnsley Town Boundary**	3,429,356	3
Kirklees District (B)	**Barnsley Town Boundary**	2,416,882	2
Sheffield District (B)	**Barnsley Town Boundary**	1,672,699	1
Rotherham District (B)	**Barnsley Town Boundary**	1,170,472	1
Doncaster District (B)	**Barnsley Town Boundary**	810,796	1
Selby District	**Barnsley Town Boundary**	282,790	0
Leeds District (B)	**Barnsley Town Boundary**	216,901	0
High Peak District (B)	**Barnsley Town Boundary**	59,574	0
Calderdale District (B)	**Barnsley Town Boundary**	59,009	0
East Riding of Yorkshire	**Barnsley Town Boundary**	40,629	0
North East Derbyshire District	**Barnsley Town Boundary**	29,034	0
Derbyshire Dales District	**Barnsley Town Boundary**	27,204	0
Bassetlaw District	**Barnsley Town Boundary**	19,981	0
Bolsover District	**Barnsley Town Boundary**	18,608	0
Tameside District (B)	**Barnsley Town Boundary**	15,848	0
Bradford District (B)	**Barnsley Town Boundary**	11,871	0
Oldham District (B)	**Barnsley Town Boundary**	6,788	0
Chesterfield District (B)	**Barnsley Town Boundary**	5,953	0
North Lincolnshire (B)	**Barnsley Town Boundary**	3,475	0
Stockport District (B)	**Barnsley Town Boundary**	2,623	0
Manchester District (B)	**Barnsley Town Boundary**	1,954	0
Harrogate District (B)	**Barnsley Town Boundary**	1,724	0
Newark and Sherwood District	**Barnsley Town Boundary**	1,262	0
York (B)	**Barnsley Town Boundary**	1,101	0
Mansfield District	**Barnsley Town Boundary**	933	0
Cheshire East (B)	**Barnsley Town Boundary**	827	0
Amber Valley District (B)	**Barnsley Town Boundary**	679	0
Rochdale District (B)	**Barnsley Town Boundary**	539	0
Ashfield District	**Barnsley Town Boundary**	439	0
Trafford District (B)	**Barnsley Town Boundary**	313	0
West Lindsey District	**Barnsley Town Boundary**	309	0
Craven District	**Barnsley Town Boundary**	197	0
Staffordshire Moorlands District	**Barnsley Town Boundary**	97	0
Pendle District (B)	**Barnsley Town Boundary**	74	0
Rossendale District (B)	**Barnsley Town Boundary**	57	0
Bury District (B)	**Barnsley Town Boundary**	13	0
Gedling District (B)	**Barnsley Town Boundary**	13	0
Salford District (B)	**Barnsley Town Boundary**	10	0
North Kesteven District	**Barnsley Town Boundary**	3	0
Warrington (B)	**Barnsley Town Boundary**	1	0

			%
Sub-total - from District	31,547,697	24	72%
Sub-total - inflow outside District	12,288,948	9	28%
Grand Total	43,836,645	33	

10. Retail Vision Methodology Summary

RetailVision

The definitive view of the UK retail landscape

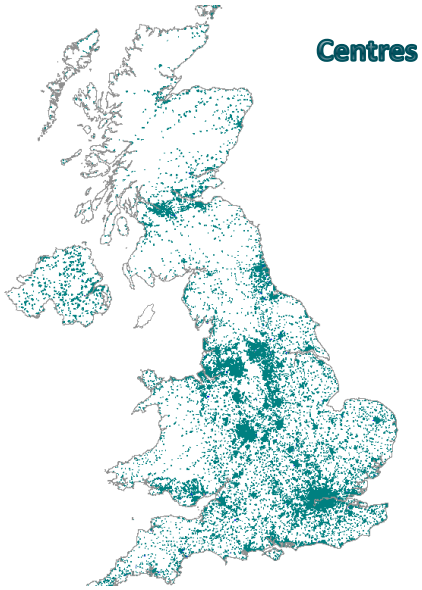
17k Retail Centres
25 Centre Types

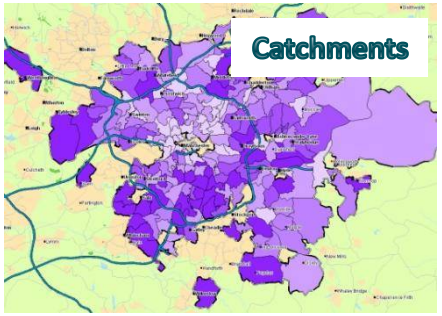
Centre Rankings
Centre Revenues
Centre Catchments
Centre Overlap

What if? Scenarios
Openings, Closures

All UK multiple retailers
Stores, Floor-space,
Sales intensity,
Brand Positioning, Pitch

4 Product Groups
across Comparison
and Grocery





RetailVision

Methodology

- Most comprehensive classification of the UK retail landscape – 17k retail Centres across 25 Centre Types
- Distinguishes between *High Street* and *Out-Of-Town* retail centres across the *urban hierarchy*, with a further classification of retail centre types in Greater London
- Floor-spaces and sales intensities (actual and estimated) by brand and by store across 4 product groups (*Convenience, Fashion and Comparison, Electricals and Homeware/DIY*) and categorised by brand positioning (Premium, Mass, Value)
- Demand surface (*Spend*) estimated across postal sectors (or Output Areas) across the UK (by product group)
- Spatial Interaction Model (SIM) simulates the *flow of spend* to Retail Centres and defines associated *shopper catchments* (models different shopping patterns of different product groups)
- SIM models the interaction between demand and supply (spend to centres) with flow of spend determined by:
  - *Proximity* – distance or drive-time to centre(s) - so-called "friction of distance"
  - *Attractiveness* – number, size and brand strength of stores and associated centre characteristics
  - *Choice* – number, proximity and attractiveness of other centres (intervening opportunities)
- SIM calibrated using a combination of over 2 million customer trips across a basket of different retailers
- SIM accounting framework allows the investigation of potential impact of openings and closures *("what if?" scenarios*)

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