

1 May 2014

By email

Steve Kirkham
Planning Department
Barnsley MBC
Development Services
PO BOX 604
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S70 9FE

Dear Steve,

PLANNING APPLICATION BY SAINSBURY'S, B&Q STORE, BLEACHCROFT WAY, BARNSELY (LPA REF: 2014/0075)

We write on behalf of Sainsbury's Supermarkets Ltd (SSL) in relation to the above application following receiving the assessment undertaken by England & Lyle (E&L) on behalf of Barnsley Metropolitan Borough Council (dated March 2014) of the Retail Statement submitted in support of the application.

In summary, E&L's review concludes that:

- The application site occupies an edge of centre location and is sequentially equal to the New Street permission (paragraph 9.2 and paragraph 9.6);
- Most of the trading impact will fall on edge of centre and out of centre superstores. Any impact on these stores is not a material planning consideration (paragraph 9.7);
- The level of trade diversion from Barnsley town centre would not represent a significant adverse impact on the vitality and viability of the town centre (paragraph 9.8);
- The overall impacts on the district and local centres are also relatively low (paragraph 9.8);
- The Sainsbury's proposal do not pose any risk of harm to the planned investment in the Barnsley Marketplace project and agree that the proposal would not undermine the delivery of a medium-sized foodstore in Goldthorpe (paragraph 9.10); and
- The proposal would help to improve consumer choice and competition for main food shopping in Barnsley by introducing a retailer not currently represented (paragraph 9.11).

Overall, E&L concludes that the proposed development would not have a significant adverse impact (the policy test) on existing centres. E&L go on to state that any minor impact will need to be balanced against the positive impacts associated with the proposal.

The conclusions reached by E&L are reflected in the Policy Response of the Council (dated 3 April 2014), which concludes that:

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“Analysis provided by the Councils retail planning consultants indicates that the proposal will not have a significantly adverse impact on any defined centres. Additionally there does not appear to be any sites that could be considered sequentially preferable to the B&Q site.”

However, E&L has requested further analysis to be provided to assist in the Council’s consideration of the application. This additional analysis includes consideration of the potential cumulative impact of the Sainsbury’s proposal together with a new foodstore at New Street and the Barnsley Marketplace development within the town centre.

In providing this update we have also incorporated the latest population and expenditure estimates (derived from the 2011 Census) that have been made available since the application was submitted. This ensures that the assessment is based on the most up-to-date information available.

This updated assessment, which incorporates the same approach outlined in the submitted Retail Statement, is contained in the enclosed tables (Appendix 1).

In addition, we also provide a response to the retail policy issues raised by an objection made by DPP One Ltd on behalf of Tesco Stores Ltd (letter dated 17 February 2014).

Updated Population and Expenditure Data

Our retail analysis to date has been based on population and expenditure estimates from Pitney Bowes derived from 2001 Census. This is acknowledged as a robust source of data and provided (at the time of submission) the most up-to-date estimates available. However, as outlined above, new data is now available (2013 estimates). As a consequence of utilising the new data all monetary values are now expressed at 2013 prices.

In summary, the key findings of applying the new data are that:

- The resident population within the Study Area in 2013 has increased from 243,995 to 247,053. By 2018, the resident population within the Study Area is now forecast to increase to 256,010 (from 252,783 previously).
- The average expenditure per person of the resident population within the Study Area has also increased (from £1,584 to £1,685 for convenience goods and from £2,573 to £2,963 for comparison goods - at constant 2011 prices).
- Reflecting the higher resident population and expenditure person, available retail expenditure (both convenience and comparison) within the Study Area has therefore increased.

By utilising the latest population and expenditure this means that the initial retail assessment is very robust. An increase in available expenditure means that the impact of the proposal will be less than that already deemed acceptable by E&L.

Cumulative Impact

Whilst we have undertaken a cumulative assessment, in doing so it is important to highlight that there is no specific policy requirement to assess cumulative impact. Policy S4 of the Barnsley UDP, which referred to cumulative impact, is not saved and unlike its predecessor (PPS4) the NPPF no longer specifically requires a cumulative impact to be undertaken.

In this context, the cumulative assessment has been undertaken for completeness at the request of the Council’s retail consultants and without prejudice to the fact that there is no policy requirement to do so.

Furthermore, this impact assessment is considered worst case as it assumes that a new foodstore will come forward on the New Street site and that the Barnsley Marketplace scheme will be developed by 2018. Both outcomes are highly unlikely.

As set out in detail within the supporting Retail Statement, we believe that there is no prospect of a large format foodstore being developed on the New Street site. The significant constraints associated with developing this site means that it would be commercially unviable for a foodstore operator to trade from this location. Whilst we acknowledge E&L's comment that the developers of the site would have taken account the site constraints in promoting this site for a foodstore, it is not clear whether any input from foodstore operators was provided. Sainsbury's, as a successful foodstore operator, has considered this site in detail and deemed it to not provide a viable opportunity. This is reflected by no operator being attached to the proposal over two years after the application was submitted (February 2012). Notably, Tesco, in their objection letter do not suggest that they would be looking to bring forward this site. Given the existence of successful stores already operated by Asda and Morrisons in close proximity to the New Street site and Sainsbury's position on the delivery of this site, there is no prospect that any of the big four operators will be bringing forward this site.

Given this, it would be appropriate to not include the New Street permission in assessing the cumulative impact. Such an approach is reflected by well-established retail planning practice, including within the PPS4 Practice Guidance (which was prepared when national policy required a cumulative assessment to be undertaken). The PPS4 Guidance highlighted that in judging which commitments should be taken into account, it will be relevant to consider the likelihood of them being implemented. In the case of the New Street scheme this is clearly highly unlikely.

With regard to the delivery of the Barnsley Marketplace scheme by 2018, we question whether this is achievable. To date no conditions have been discharged and no start date has been confirmed. Given the timescale to deliver this scheme we doubt whether this scheme will be delivered by 2018.

In undertaking the cumulative impact it remains that the principal impact will fall on edge of centre and out of centres, which are not afforded any protection in policy terms. The impact on existing centres will not be significantly adverse.

In terms of the likely impact on Barnsley town centre, E&L conclude (paragraph 9.9) that:

"...it is likely that the cumulative impact of the Sainsbury's proposals and the New Street scheme on Barnsley town centre would not represent a significant adverse impact. Similarly, the cumulative impact on the town centre of the Sainsbury's store and the Marketplace project would also be unlikely to have an adverse effect on the overall vitality and viability of the town centre."

Reflecting this, the Policy Response of the Council states that:

"It should be noted that England & Lyle's own calculations indicate to them that these cumulative impacts are not likely to be 'significantly adverse'."

Furthermore, the proposed improvement in the overall retail offer as a consequence of the Barnsley Marketplace scheme means that the overall cumulative impact on Barnsley town centre will be positive – impact of +6.3% on the turnover of the town centre. It is agreed that the Sainsbury's proposal will not prejudice the delivery of the Barnsley Marketplace scheme and once implemented this will offset any diversion to developments elsewhere (i.e. the increase in turnover of the town centre resulting from the Barnsley Marketplace scheme will be greater than the anticipated trade drawn from the town centre to the proposal and commitments).

Therefore, the cumulative impact on Barnsley town centre will be less than if the Sainsbury's proposal came forward in isolation.

Table 1 provides a summary of the anticipated cumulative impact and compares these to the impact of the Sainsbury's proposal in isolation (as set out in the supporting Retail Statement), which has already been deemed acceptable by E&L.

Table 1: Anticipated Impact on Existing Centres

Centre	Initial Assessment*	Cumulative Impact
Stairfoot local centre	-7.2%	-8.3%
Lundwood local centre	-4.0%	-3.1%
Goldthorpe district centre	-2.8%	-2.2%
Wombwell district centre	-2.1%	-2.1%
Cudworth district centre	-2.0%	-1.5%
Hoyland district centre	-1.4%	-1.6%
Royston district centre	-1.2%	-2.8%
Penistone district centre	-0.6%	-2.0%
Barnsley town centre	-3.3%	+6.3%

Source: Table 14 at Appendix A

*Taken from Table 10, Appendix 6 of Retail Statement (January 2014)

The above analysis demonstrates that whilst the cumulative level of impact remains insignificant, for a number of centres the cumulative effect of the proposal and the outstanding permissions (should they come forward by 2018) will in fact be less than that previously identified. This reflects the level of retail expenditure generated in the Study Area has increased and, of more significance, the fact that outstanding commitments and the Sainsbury's proposal will compete directly with each other reducing the trade diverted from existing centres / facilities.

The highest cumulative impact (albeit only 8.3%) is identified to fall on Stairfoot local centre. Whilst this represents a modest increase to that previously identified (7.2%), the bulk of any cumulative impact on this centre will continue to fall on the existing Aldi store. This store is identified to be performing very strongly. There is no evidence to suggest that the existing Aldi will close and given its isolated location in respect of the rest of the centre does not underpin its offer. Furthermore, the potential for linked trips to take place between the new Sainsbury's store and the nearby local centre will assist in offsetting this impact.

Overall, the additional analysis demonstrates that even based on the worst case scenario that all commitments come forward by 2018 it remains that the proposal (either solus or cumulative) would not have a significant adverse impact on existing centres.

Objection by Tesco Stores Ltd

DPP One Ltd (DPP) has objected to the proposal on behalf of Tesco Stores Ltd. Whilst DPP highlights that their 'main concern' is in relation to the impact on the local highway, they do raise some issues with

regard to retail impact. For ease of reference, we address the points raised on retail impact using the same headings identified by DPP.

Population & Expenditure

DPP highlights that it is unclear how Special Forms of Trading (SFT), such as online shopping, has been deducted from the available expenditure. We can confirm that Table 1 and Table 2 at Appendix 6 to the submitted Retail Statement do not discount expenditure for SFT but instead a deduction is made (based on current shopping patterns as identified by the household survey) at Table 3, Table 4 and Table 5 of Appendix. It is these tables that provide the basis for assessing the likely effects of the proposal. Therefore, SFT has been fully taken into account as part of our assessment.

In terms of future growth in SFT, we maintain the existing market share (as identified by the household survey) continues through to 2018. Consequently, our assessment does assume that expenditure directed to this form of shopping will increase in the future. For the reasons set out in the Retail Statement (supported by appeal decisions) we do not believe that it is appropriate to allow for further growth in SFT.

It is also important to note that in assessing the effects of the proposal (both convenience and comparison) we have assumed that none of the proposal's turnover (or other commitments for the purposes of our update) will be derived from expenditure currently being directed to SFT. Such an approach is robust. It is likely that an improvement in the local retail offer (as proposed by Sainsbury's and proposals elsewhere in Barnsley) will reduce the need for local residents to shop online. For example, notwithstanding the fact that in many cases online purchases are 'picked' from existing stores and contributes to that store's turnover, an improvement in the convenience offer will reduce the need to shop online. This is particularly key for residents who have a preference for shopping at Sainsbury's given that the company is currently not represented in the area and any residents who wish to shop at Sainsbury's will either have to travel to stores further afield or shop online. The application proposal will reduce the need for local residents to shop online.

These factors are also relevant for comparison goods shopping. The Barnsley Marketplace will provide an opportunity to greatly improve the retail offer of the town centre, attracting retailers who are not currently represented in Barnsley. This improvement in offer will encourage more residents to shop in Barnsley rather than elsewhere, including those who shop online.

Against this background, our approach that allows for new retail development to draw no trade currently directed to SFT is robust.

Proposed Facilities

DPP highlights that our assessment fails to take account the consent for the new Tesco store in Hoyland. As we have previously highlighted, there is no policy requirement to undertake a cumulative impact. This is reflected by the fact that DPP refer to the PS4 Practice Guidance, which has now been replaced, rather than any specific planning policy.

Nevertheless, the established practice (including the PPS4 Practice Guidance relied upon by DPP) states that when considering what commitments should be taken into account, it will be important to consider their potential scale and significance. The new Tesco in Hoyland is relatively small (sales area of 1,530 sq m) and is located at the periphery of the defined Study Area. Accordingly, this store has limited significance in considering the effects of the application proposal. E&L agree with this by highlighting (paragraph 4.7) that:

“England & Lyle have agreed with Turleys that a cumulative impact assessment of the Tesco store together with the Sainsbury’s store is not necessary. This is because the Tesco store will have a localised catchment.”

There is no requirement to include the Tesco Hoyland store as part of our cumulative assessment.

However, in line with comments by E&L, we have revised the trading position of existing facilities in 2018 to reflect the opening of the new Tesco in Hoyland. This analysis is included in our updated assessment.

Trade Draw / Trade Diversion

DPP also questions the trade draw of the Sainsbury’s proposal that has been assumed. In particular DPP questions the following:

- Doubt whether the level of clawback is achievable;
- Trade diversion from Barnsley town centre has been underestimated; and
- The impact of the proposal on the existing Tesco store at Wombwell Lane has been overstated.

DPP states that the above factors mean that the trade diversion will be higher than that identified. We do not accept the criticism put forward.

First, the anticipated trade draw of the proposal was agreed with E&L as part of pre-application discussions.

Second, reflecting best practice, our analysis of the likely trade draw of the proposal has been based on existing shopping patterns (both for main food shopping and top-up shopping) on a zone-by-zone basis. In applying this approach we do not believe that the level of clawback that the proposal is identified to achieve is unrealistic. For convenience goods, it is assumed that the proposal will clawback less than 8% of convenience goods expenditure generated in the Study Area that is to be directed to facilities elsewhere. Such a low level of clawback is realistic. For example, within Zone 5 almost a third (31%) of convenience goods expenditure generated in this zone is directed to facilities outside the Study Area. This increases to 36% for main food shopping. Whilst it is acknowledged that some residents will continue to use their closest facility, which will include destinations outside the Study Area, our assessment assumes that the proposal will clawback less than 9% of this expenditure. Given the accessibility of the application site for residents within this zone such a level of clawback is achievable. Thurnscoe, which is located in the eastern part of Zone 5 is located a comparable distance from the application site (15 minutes) to facilities in Wath-upon-Deerne (14 minutes)¹. It is therefore not unreasonable to assume such a limited level of clawback to the proposal and this has been accepted and agreed with the Council’s retail planning consultants.

Third, we do not believe that the impact on Barnsley town centre has been underestimated as suggested by DPP. As reflected by the findings of the household survey, existing convenience facilities within the town centre principally serve a top-up food shopping role. This reflects the scale of the existing offer and the fact that a number of food purchases undertaken in town centre convenience shops will be bought as part of a wider shop / visit to the town centre. This is an important element of the custom attracted to town centre retailers, including the Marks & Spencer, and is likely to continue following the opening of a new Sainsbury’s at Stairfoot. The potential impact of the proposal on the turnover of the town centre reflects this important role.

¹ Driving times taken from AA Autoroute

Finally, DPP highlights that Tesco's retail analysts have forecasted an impact on their Wombwell Lane lower than that estimated in the Retail Statement. No clear workings have been provided to understand how this figure has been derived in order to verify the robustness of the approach adopted. No weight can be given to this assessment. Instead, the transparent approach we have adopted (which reflects established practice and has been agreed with E&L) provides a sound basis for the Council to assess the effects of the proposal against relevant planning policy.

Summary

It has been accepted by the Council that no sequentially preferable site exists, that the proposal will not undermine future planned investment (including cumulatively with outstanding commitments) or the vitality and viability of existing centres. Further analysis now provided also demonstrates that the cumulative impact will not lead to a significant adverse impact on existing centres.

Instead, there are a number of acknowledged benefits associated with the Sainsbury's proposal, including employment creation and improved consumer choice. The application proposal accords with relevant planning policy. The objection put forward by DPP on behalf of Tesco Stores Ltd does not alter this position and should view Tesco's position as simply being a commercial objection to increased choice and competition within the local area. The Tesco store at Wombwell Lane is located in an out of centre location and any impact on this store is not a material planning concern.

We trust this response will be given full consideration in the Council's determination of the application. In the meantime, please do not hesitate to contact us should you have any queries or require clarification.

Yours sincerely,

Adrian Fox
Associate Director, Head of Retail Assessment

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TABLE 1: ESTIMATED POPULATION AND CONVENIENCE GOODS EXPENDITURE WITHIN STUDY AREA

Zone	Zone 1	Zone 2	Zone 3	Zone 4	Study Area Zone 5	Zone 6	Zone 7	Zone 8	Total
2013									
Population	25,038	46,730	18,269	38,514	33,964	12,680	42,678	29,180	247,053
Expenditure per Head (£)	1,766	1,871	1,796	1,796	1,781	1,782	1,819	1,873	-
Total Expenditure (£m)	44.22	87.43	32.81	69.17	60.49	22.60	77.63	54.65	449.00
2018									
Population	26,121	47,844	19,098	40,229	35,148	13,157	43,782	30,631	256,010
Expenditure per Head (£)	1,811	1,918	1,841	1,841	1,826	1,827	1,865	1,920	-
Total Expenditure (£m)	47.29	91.78	35.17	74.08	64.18	24.04	81.65	58.82	477.00
Expenditure Growth 2013-2018 (£m)	3.08	4.34	2.36	4.90	3.69	1.44	4.02	4.17	28.00

- NOTES:
1. Population and expenditure per capita derived from Pitney Bowes AnySite Report Data (2013 based estimates) for each zone
 2. Population growth based on Pitney Bowes AnySite Report Data
 3. Expenditure per capita identified to grow at 0.5% per annum, as identified by Pitney Bowes Retail Expenditure Guide (August 2013)

AT 2013 PRICES

TABLE 2: ESTIMATED POPULATION AND COMPARISON GOODS EXPENDITURE WITHIN STUDY AREA

Zone	Zone 1	Zone 2	Zone 3	Zone 4	Study Area Zone 5	Zone 6	Zone 7	Zone 8	Total
2013									
Population	25,038	46,730	18,269	38,514	33,964	12,680	42,678	29,180	247,053
Expenditure per Head (£)	2,773	3,047	2,844	2,874	2,802	2,827	2,940	3,214	-
Total Expenditure (£m)	69.43	142.39	51.96	110.69	95.17	35.85	125.47	93.78	724.73
2018									
Population	26,121	47,844	19,098	40,229	35,148	13,157	43,782	30,631	256,010
Expenditure per Head (£)	3,522	3,870	3,612	3,651	3,559	3,591	3,734	4,082	-
Total Expenditure (£m)	92.01	185.17	68.99	146.86	125.10	47.25	163.50	125.05	953.92
Expenditure Growth 2013-2018 (£m)	22.58	42.79	17.03	36.17	29.93	11.40	38.03	31.27	229.19

- NOTES:
1. Population and expenditure per capita derived from Pitney Bowes AnySite Report Data (2013 based estimates) for each zone
 2. Population growth based on Pitney Bowes AnySite Report Data
 3. Expenditure per capita identified to grow at 4.9% per annum, as identified by Pitney Bowes Retail Expenditure Guide (August 2013)

AT 2013 PRICES



TABLE 3: ESTIMATED MARKET SHARE OF EXISTING FACILTIES WITHIN AND OUTSIDE OF THE STUDY AREA (MAIN FOOD SHOPPING ONLY)

Zone	Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
		(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)
1	Stairfoot Local Centre	13.58	4.0%	2.84	8.5%	2.08	3.2%	2.25	9.2%	2.31	4.4%	2.44	5.4%	0.68	4.0%	0.49	0.8%	0.50	1.2%
	Out-of-Centre																		
	Tesco Extra, Wombwell Lane	32.42	9.6%	5.61	16.9%	3.76	5.7%	5.88	23.9%	5.60	10.8%	5.18	11.4%	0.77	4.6%	3.40	5.8%	2.22	5.4%
	Asda (formerly Netto), Thomas Street, Worsbrough	3.89	1.2%	3.02	9.1%	0.54	0.8%	0.00	0.0%	0.33	0.6%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Other	1.54	0.5%	0.26	0.8%	0.00	0.0%	0.14	0.6%	0.23	0.4%	0.00	0.0%	0.00	0.0%	0.42	0.7%	0.48	1.2%
	Sub-total	37.85	11.2%	8.89	26.8%	4.29	6.5%	6.01	24.4%	6.16	11.9%	5.18	11.4%	0.77	4.6%	3.82	6.6%	2.70	6.6%
TOTAL ZONE 1		51.43	15.3%	11.73	35.4%	6.37	9.7%	8.27	33.6%	8.47	16.3%	7.62	16.8%	1.45	8.6%	4.31	7.4%	3.21	7.8%
2	Barnsley Town Centre																		
	Marks & Spencer Food Hall, 7 Queen Street	5.27	1.6%	0.68	2.1%	3.02	4.6%	0.23	0.9%	0.00	0.0%	0.55	1.2%	0.13	0.8%	0.31	0.5%	0.36	0.9%
	Lidl, Peel Street, Peel Centre	2.13	0.6%	0.11	0.3%	0.84	1.3%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.08	1.9%	0.10	0.2%
	Iceland, 8/9 The Alhambra Centre, Cheapside	1.68	0.5%	0.54	1.6%	0.42	0.6%	0.23	0.9%	0.47	0.9%	0.00	0.0%	0.02	0.1%	0.00	0.0%	0.00	0.0%
	Iceland, 13-17 Peel Street	3.16	0.9%	0.33	1.0%	0.11	0.2%	0.25	1.0%	0.47	0.9%	0.26	0.6%	0.16	1.0%	1.36	2.3%	0.22	0.5%
	Local shops	2.22	0.7%	0.16	0.5%	0.79	1.2%	0.14	0.6%	0.35	0.7%	0.00	0.0%	0.24	1.4%	0.53	0.9%	0.00	0.0%
	Sub-total	14.46	4.3%	1.82	5.5%	5.17	7.9%	0.86	3.5%	1.28	2.5%	0.81	1.8%	0.56	3.3%	3.28	5.6%	0.68	1.7%
	Edge-of-Centre																		
	Morrisons, Lower Thomas Street	49.66	14.7%	9.87	29.8%	21.98	33.5%	2.93	11.9%	0.23	0.4%	0.87	1.9%	0.92	5.4%	3.49	6.0%	9.37	22.9%
	Out-of-Centre																		
	Asda, Old Mill Lane	56.70	16.8%	4.93	14.9%	21.48	32.8%	5.53	22.5%	0.94	1.8%	0.55	1.2%	3.48	20.5%	15.72	27.0%	4.07	9.9%
	Aldi, Claycliffe Road, Barugh Green	10.71	3.2%	0.00	0.0%	5.70	8.7%	0.20	0.8%	0.00	0.0%	0.00	0.0%	0.00	0.0%	3.69	6.3%	1.12	2.7%
	Other	1.44	0.4%	0.00	0.0%	0.98	1.5%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.46	0.8%	0.00	0.0%
	Sub-total	68.86	20.4%	4.93	14.9%	28.16	42.9%	5.73	23.3%	0.94	1.8%	0.55	1.2%	3.48	20.5%	19.87	34.1%	5.19	12.7%
TOTAL ZONE 2		132.98	39.5%	16.62	50.1%	55.31	84.3%	9.52	38.7%	2.46	4.7%	2.22	4.9%	4.95	29.2%	26.64	45.8%	15.24	37.2%
3	Cudworth District Centre	1.73	0.5%	0.00	0.0%	0.00	0.0%	1.73	7.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Lundwood Local Centre	0.73	0.2%	0.00	0.0%	0.06	0.1%	0.32	1.3%	0.25	0.5%	0.00	0.0%	0.10	0.6%	0.00	0.0%	0.00	0.0%
TOTAL ZONE 3		2.46	0.7%	0.00	0.0%	0.06	0.1%	2.05	8.3%	0.25	0.5%	0.00	0.0%	0.10	0.6%	0.00	0.0%	0.00	0.0%
4	Wombwell District Centre	0.59	0.2%	0.13	0.4%	0.00	0.0%	0.00	0.0%	0.46	0.9%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Hoyland District Centre	1.41	0.4%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.41	2.7%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Hoyland Common Local Centre	0.70	0.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.70	1.4%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Out-of-Centre																		
	Morrisons, Cortonwood, Brampton	39.62	11.8%	1.97	5.9%	0.17	0.3%	1.20	4.9%	24.33	46.9%	8.46	18.6%	2.00	11.8%	1.50	2.6%	0.00	0.0%
	Other	0.12	0.0%	0.00	0.0%	0.00	0.0%	0.09	0.4%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.02	0.1%
	Sub-total	39.74	11.8%	1.97	5.9%	0.17	0.3%	1.29	5.2%	24.33	46.9%	8.46	18.6%	2.00	11.8%	1.50	2.6%	0.02	0.1%
TOTAL ZONE 4		42.45	12.6%	2.10	6.3%	0.17	0.3%	1.29	5.2%	26.91	51.9%	8.46	18.6%	2.00	11.8%	1.50	2.6%	0.02	0.1%
5	Goldthorpe District Centre																		
	Asda (formerly Netto), High Street	1.82	0.5%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.82	4.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Other	0.49	0.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.49	1.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Sub-total	2.30	0.7%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	2.30	5.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Bolton on Dearne Local Centre	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Darfield Local Centre	0.52	0.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.52	1.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Thurnscoe Shepherd Lane / Houghton Road Local Centre																		
	Asda, Welfare Road	5.01	1.5%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	5.01	11.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Other	0.10	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.10	0.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Sub-total	5.11	1.5%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	5.11	11.3%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Other	0.56	0.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.56	1.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%
TOTAL ZONE 5		8.50	2.5%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	8.50	18.7%	0.00	0.0%	0.00	0.0%	0.00	0.0%
6	Grimethorpe Local Centre																		
	Asda / Netto, High Street, Grimethorpe	3.79	1.1%	0.00	0.0%	0.00	0.0%	0.60	2.4%	0.00	0.0%	1.22	2.7%	1.77	10.4%	0.00	0.0%	0.20	0.5%
	Other	0.09	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.09	0.5%	0.00	0.0%	0.00	0.0%
	Sub-total	3.87	1.2%	0.00	0.0%	0.00	0.0%	0.60	2.4%	0.00	0.0%	1.22	2.7%	1.85	10.9%	0.00	0.0%	0.20	0.5%
															</				

TABLE 4: ESTIMATED MARKET SHARE OF EXISTING FACILTIES WITHIN AND OUTSIDE OF THE STUDY AREA (MAIN AND TOP-UP SHOPPING)

Zone	Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
		(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)
1	Stairfoot Local Centre	16.17	3.6%	3.30	7.5%	2.68	3.1%	2.98	9.1%	2.53	3.7%	2.69	4.5%	0.68	3.0%	0.57	0.7%	0.74	1.4%
	Out-of-Centre																		
	Tesco Extra, Wombwell Lane	36.59	8.1%	6.60	14.9%	4.18	4.8%	6.93	21.1%	6.84	9.9%	5.56	9.2%	0.85	3.8%	3.40	4.4%	2.22	4.1%
	Asda (formerly Netto), Thomas Street, Worsbrough	7.25	1.6%	5.87	13.3%	0.98	1.1%	0.06	0.2%	0.33	0.5%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Other	3.68	0.8%	1.41	3.2%	0.79	0.9%	0.14	0.4%	0.34	0.5%	0.00	0.0%	0.00	0.0%	0.42	0.5%	0.58	1.1%
	Sub-total	47.52	10.6%	13.89	31.4%	5.95	6.8%	7.13	21.7%	7.51	10.9%	5.56	9.2%	0.85	3.8%	3.82	4.9%	2.80	5.1%
TOTAL ZONE 1		63.69	14.2%	17.19	38.9%	8.63	9.9%	10.11	30.8%	10.04	14.5%	8.25	13.6%	1.53	6.8%	4.40	5.7%	3.54	6.5%
2	Barnsley Town Centre																		
	Marks & Spencer Food Hall, 7 Queen Street	9.07	2.0%	1.16	2.6%	4.88	5.6%	0.42	1.3%	0.00	0.0%	0.55	0.9%	0.25	1.1%	0.85	1.1%	0.97	1.8%
	Lidl, Peel Street, Peel Centre	2.86	0.6%	0.27	0.6%	1.05	1.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.30	1.7%	0.25	0.4%
	Iceland, 8/9 The Alhambra Centre, Cheapside	3.51	0.8%	0.68	1.5%	1.62	1.9%	0.26	0.8%	0.47	0.7%	0.12	0.2%	0.02	0.1%	0.34	0.4%	0.00	0.0%
	Iceland, 13-17 Peel Street	4.67	1.0%	0.68	1.5%	0.77	0.9%	0.34	1.0%	0.57	0.8%	0.26	0.4%	0.21	0.9%	1.47	1.9%	0.37	0.7%
	Local shops	10.75	2.4%	1.77	4.0%	4.36	5.0%	0.60	1.8%	0.93	1.3%	0.56	0.9%	0.42	1.9%	2.01	2.6%	0.11	0.2%
	Sub-total	30.87	6.9%	4.55	10.3%	12.68	14.5%	1.62	4.9%	1.97	2.9%	1.48	2.4%	0.91	4.0%	5.98	7.7%	1.69	3.1%
	Edge-of-Centre																		
	Morrisons, Lower Thomas Street	55.37	12.3%	11.26	25.5%	24.43	27.9%	3.37	10.3%	0.47	0.7%	1.03	1.7%	1.11	4.9%	4.00	5.2%	9.70	17.7%
	Out-of-Centre																		
	Asda, Old Mill Lane	60.65	13.5%	5.34	12.1%	22.82	26.1%	5.84	17.8%	1.34	1.9%	0.71	1.2%	3.68	16.3%	16.62	21.4%	4.30	7.9%
	Aldi, Claycliffe Road, Barugh Green	13.09	2.9%	0.00	0.0%	7.04	8.0%	0.20	0.6%	0.00	0.0%	0.00	0.0%	0.00	0.0%	4.44	5.7%	1.42	2.6%
	Other	6.85	1.5%	0.00	0.0%	5.55	6.3%	0.10	0.3%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.11	1.4%	0.10	0.2%
	Sub-total	80.60	17.9%	5.34	12.1%	35.41	40.5%	6.14	18.7%	1.34	1.9%	0.71	1.2%	3.68	16.3%	22.16	28.5%	5.82	10.6%
TOTAL ZONE 2		166.84	37.2%	21.16	47.9%	72.51	82.9%	11.13	33.9%	3.78	5.5%	3.22	5.3%	5.69	25.2%	32.14	41.4%	17.20	31.5%
3	Cudworth District Centre	4.95	1.1%	0.00	0.0%	0.00	0.0%	4.56	13.9%	0.00	0.0%	0.00	0.0%	0.38	1.7%	0.00	0.0%	0.00	0.0%
	Lundwood Local Centre	1.84	0.4%	0.00	0.0%	0.18	0.2%	1.14	3.5%	0.42	0.6%	0.00	0.0%	0.10	0.5%	0.00	0.0%	0.00	0.0%
	TOTAL ZONE 3	6.79	1.5%	0.00	0.0%	0.18	0.2%	5.70	17.4%	0.42	0.6%	0.00	0.0%	0.48	2.1%	0.00	0.0%	0.00	0.0%
4	Wombwell District Centre	4.03	0.9%	0.13	0.3%	0.17	0.2%	0.03	0.1%	3.40	4.9%	0.30	0.5%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Hoyland District Centre	4.05	0.9%	0.12	0.3%	0.00	0.0%	0.00	0.0%	3.91	5.7%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.02	0.0%
	Hoyland Common Local Centre	2.80	0.6%	0.30	0.7%	0.00	0.0%	0.00	0.0%	2.50	3.6%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Out-of-Centre																		
	Morrisons, Cortonwood, Brampton	43.70	9.7%	2.08	4.7%	0.55	0.6%	1.29	3.9%	26.43	38.2%	9.55	15.8%	2.00	8.9%	1.80	2.3%	0.00	0.0%
	Other	2.13	0.5%	0.07	0.2%	0.00	0.0%	0.09	0.3%	1.92	2.8%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.05	0.1%
	Sub-total	45.83	10.2%	2.15	4.9%	0.55	0.6%	1.39	4.2%	28.35	41.0%	9.55	15.8%	2.00	8.9%	1.80	2.3%	0.05	0.1%
	TOTAL ZONE 4	56.72	12.6%	2.70	6.1%	0.72	0.8%	1.41	4.3%	38.17	55.2%	9.86	16.3%	2.00	8.9%	1.80	2.3%	0.06	0.1%
	Goldthorpe District Centre																		
	Asda (formerly Netto), High Street	3.25	0.7%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	3.01	5.0%	0.24	1.1%	0.00	0.0%	0.00	0.0%
Other	1.34	0.3%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.21	2.0%	0.00	0.0%	0.14	0.2%	0.00	0.0%	
Sub-total	4.60	1.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	4.22	7.0%	0.24	1.1%	0.14	0.2%	0.00	0.0%	
5	Bolton on Dearne Local Centre	0.77	0.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.77	1.3%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Darfield Local Centre	2.73	0.6%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.31	0.5%	2.41	4.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Thurnscoe Shepherd Lane / Houghton Road Local Centre																		
	Asda, Welfare Road	7.54	1.7%	0.00	0.0%	0.00	0.0%	0.03	0.1%	0.00	0.0%	7.51	12.4%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Other	0.84	0.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.84	1.4%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Sub-total	8.38	1.9%	0.00	0.0%	0.00	0.0%	0.03	0.1%	0.00	0.0%	8.36	13.8%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Other	2.04	0.5%	0.00	0.0%	0.17	0.2%	0.00	0.0%	0.00	0.0%	1.87	3.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	TOTAL ZONE 5	18.52	4.1%	0.00	0.0%	0.17	0.2%	0.03	0.1%	0.31	0.5%	17.63	29.1%	0.24	1.1%	0.14	0.2%	0.00	0.0%
	Grimethorpe Local Centre																		
	Asda / Netto, High Street, Grimethorpe	6.16	1.4%	0.00	0.0%	0.00	0.0%	0.92	2.8%	0.00	0.0%	1.82	3.0%	3.21	14.2%	0.00	0.0%	0.20	0.4%
Other	0.43	0.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.43	1.9%	0.00	0.0%	0.00	0.0%	
Sub-total	6.59	1.5%	0.00	0.0%	0.00	0.0%	0.92	2.8%	0.00	0.0%	1.82	3.0%	3.65	16.1%	0.00	0.0%	0.20	0.4%	
Other	1.03	0.2%	0.00	0.0%	0.00	0.0%	0.15	0.5%	0.00	0.0%	0.00	0.0%	0.88	3.9%	0.00	0.0%	0.00	0.0%	
TOTAL ZONE 6		7.62	1.7%	0.00	0.0%														

TABLE 5: ESTIMATED SURVEY DERIVED TURNOVER OF EXISTING FACILITIES WITHIN AND OUTSIDE OF THE STUDY AREA (COMPARISON GOODS) - 2013

Zone	Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
		£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%
1	Stairfoot Local Centre	0.39	0.1%	0.39	0.6%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Out-of-Centre																		
	Tesco Extra, Wombwell Lane	11.46	1.6%	1.30	1.9%	2.56	1.8%	2.02	3.9%	1.14	1.0%	2.03	2.1%	0.89	2.5%	1.04	0.8%	0.47	0.5%
	Wombwell Lane Retail Park	0.88	0.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.43	0.4%	0.45	0.5%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Other	2.19	0.3%	2.19	3.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
Sub-total		14.53	2.0%	3.49	5.0%	2.56	1.8%	2.02	3.9%	1.57	1.4%	2.48	2.6%	0.89	2.5%	1.04	0.8%	0.47	0.5%
TOTAL ZONE 1		14.92	2.1%	3.88	5.6%	2.56	1.8%	2.02	3.9%	1.57	1.4%	2.48	2.6%	0.89	2.5%	1.04	0.8%	0.47	0.5%
2	Barnsley Town Centre	222.91	30.8%	29.38	42.3%	64.26	45.1%	18.95	36.5%	20.14	18.2%	17.17	18.0%	11.50	32.1%	42.29	33.7%	19.23	20.5%
	Edge-of-Centre																		
	Morrisons, Lower Thomas Street	6.04	0.8%	1.21	1.7%	2.03	1.4%	0.40	0.8%	0.00	0.0%	0.00	0.0%	0.37	1.0%	0.36	0.3%	1.67	1.8%
	Out-of-Centre																		
	Asda, Old Mill Lane	26.11	3.6%	2.23	3.2%	7.60	5.3%	2.92	5.6%	0.10	0.1%	0.00	0.0%	1.81	5.0%	9.42	7.5%	2.04	2.2%
3	The Peel Centre	0.10	0.0%	0.00	0.0%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.04	0.1%	0.00	0.0%	0.00	0.0%
	Other	1.79	0.2%	0.00	0.0%	1.53	1.1%	0.00	0.0%	0.00	1.1%	0.00	0.0%	0.00	0.0%	0.26	0.2%	0.00	0.0%
	Sub-total	28.00	3.9%	2.23	3.2%	9.19	6.5%	2.92	5.6%	0.10	0.1%	0.00	0.0%	1.85	5.2%	9.68	7.7%	2.04	2.2%
	TOTAL ZONE 2	256.95	35.5%	32.82	47.3%	75.48	53.0%	22.27	42.9%	20.24	18.3%	17.17	18.0%	13.72	38.3%	52.32	41.7%	22.93	24.5%
	Cudworth District Centre	2.71	0.4%	0.00	0.0%	0.00	0.0%	2.05	3.9%	0.00	0.0%	0.00	0.0%	0.40	1.1%	0.26	0.2%	0.00	0.0%
4	Lundwood Local Centre	0.08	0.0%	0.00	0.0%	0.00	0.0%	0.08	0.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	TOTAL ZONE 3	2.80	0.4%	0.00	0.0%	0.00	0.0%	2.13	4.1%	0.00	0.0%	0.00	0.0%	0.40	1.1%	0.26	0.2%	0.00	0.0%
	Wombwell District Centre	4.00	0.6%	0.16	0.2%	0.51	0.4%	0.51	1.0%	2.77	2.5%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.05	0.1%
	Hoyland District Centre	4.27	0.6%	0.00	0.0%	0.00	0.0%	0.00	0.0%	4.27	3.9%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Hoyland Common Local Centre	2.56	0.4%	0.13	0.2%	0.00	0.0%	0.00	0.0%	2.21	2.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.21	0.2%
5	Out-of-Centre																		
	Morrisons, Cortonwood, Brampton	4.61	0.6%	0.28	0.4%	0.00	0.0%	0.10	0.2%	3.28	3.0%	0.67	0.7%	0.23	0.6%	0.06	0.1%	0.00	0.0%
	TOTAL ZONE 4	15.45	2.1%	0.57	0.8%	0.51	0.4%	0.62	1.2%	12.53	11.3%	0.67	0.7%	0.23	0.6%	0.06	0.1%	0.27	0.3%
	Goldthorpe District Centre	2.17	0.3%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	2.17	2.3%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Bolton on Dearne Local Centre	1.69	0.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.69	1.8%	0.00	0.0%	0.00	0.0%	0.00	0.0%
6	Darfield Local Centre	2.26	0.3%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.21	0.2%	2.04	2.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Thurnscoe Shepherd Lane / Houghton Road Local Centre	1.52	0.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.52	1.6%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Other	0.53	0.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.53	0.6%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	TOTAL ZONE 5	8.16	1.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.21	0.2%	7.95	8.4%	0.00	0.0%	0.00	0.0%	0.00	0.0%
	Grimethorpe Local Centre	2.57	0.4%	0.00	0.0%	0.00	0.0%	0.08	0.2%	0.00	0.0%	0.00	0.0%	2.48	6.9%	0.00	0.0%	0.00	0.0%
7	Other	0.35	0.0%	0.00	0.0%	0.00	0.0%	0.08	0.2%	0.00	0.0%	0.00	0.0%	0.27	0.7%	0.00	0.0%	0.00	0.0%
	TOTAL ZONE 6	2.92	0.4%	0.00	0.0%	0.00	0.0%	0.17	0.3%	0.00	0.0%	0.00	0.0%	2.75	7.7%	0.00	0.0%	0.00	0.0%
	Royston District Centre	2.69	0.4%	0.00	0.0%	0.51	0.4%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	2.19	1.7%	0.00	0.0%
	Mapplewell Local Centre	1.03	0.1%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.03	0.8%	0.00	0.0%
	Darton Local Centre	0.26	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.26	0.2%	0.00	0.0%
8	TOTAL ZONE 7	3.98	0.5%	0.00	0.0%	0.51	0.4%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	3.47	2.8%	0.00	0.0%
	Penistone District Centre	8.61	1.2%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.64	0.5%	7.97	8.5%
	Dodworth Local Centre	3.60	0.5%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	3.60	3.8%
	Other	0.30	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.30	0.3%
	TOTAL ZONE 8	12.51	1.7%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.64	0.5%	11.86	12.7%
Total within Study Area		317.68	43.8%	37.27	53.7%	79.06	55.5%	27.21	52.4%	34.55	31.2%	28.27	29.7%	17.99	50.2%	57.80	46.1%	35.53	37.9%
Total Outside Study Area		337.58	46.6%	25.91	37.3%	51.97	36.5%	19.43	37.4%	66.57	60.1%	58.28	61.2%	13.58	37.9%	51.99	41.4%	49.84	53.1%
Special Forms of Trading		69.47	9.6%	6.25	9.0%	11.35	8.0%	5.31	10.2%	9.57	8.6%	8.61	9.0%	4.27	11.9%	15.68	12.5%	8.42	9.0%
TOTAL		724.73	100.0%	69.43	100.0%	142.39	100.0%	51.96	100.0%	110.69	100.0%	95.17	100.0%	35.85	100.0%	125.47	100.0%	93.78	100.0%

NOTES:

1. Market shares derived from Barnsley Household Survey (September 2013)
2. Turnover = expenditure (Table 2) x market share

AT 2013 PRICES

TABLE 6A: ESTIMATED TURNOVER OF PROPOSED FOODSTORE (2018)

Proposed Development	Net Floorspace (sq m)	Sales Area (sq m)		Sales Density (£ per sq m)		Expected Turnover (£m)		Proportion of Turnover from within Study Area	Total Turnover From Study Area (£m)	
		Convenience	Comparison	Convenience	Comparison	Convenience	Comparison		Convenience	Comparison
Sainsbury's, Stairfoot Business Park	6,836	3,997	2,839	12,750	7,663	50.96	21.75	95%	48.41	20.67

- NOTES:
- Convenience / comparison sales area based on a 58% / 42% split
 - Sales density of proposed Sainsbury's derived from Verdict Grocery Retailers (2012). Turnover of the proposal differs to that set out in the original statement due to converting monetary values from 2011 prices to 2013 prices
 - Proportion of turnover derived from Study Area based on Turley Associates' estimate

AT 2013 PRICES

TABLE 6B: ESTIMATED TRADE DRAW OF THE PROPOSED DEVELOPMENT BY ZONE

	Zone 1	Zone 2	Zone 3	Zone 4	Study Area Zone 5	Zone 6	Zone 7	Zone 8	Total
Proportion of Turnover	18.0%	26.0%	15.0%	19.0%	12.0%	3.0%	5.0%	2.0%	100.0%
<u>Convenience Goods</u>									
Available Expenditure	47.29	91.78	35.17	74.08	64.18	24.04	81.65	58.82	477.00
Turnover by Zone (£m)	8.71	12.59	7.26	9.20	5.81	1.45	2.42	0.97	48.41
Market Share by Zone	18.4%	13.7%	20.7%	12.4%	9.1%	6.0%	3.0%	1.6%	10.1%
<u>Comparison Goods</u>									
Available Expenditure	92.01	185.17	68.99	146.86	125.10	47.25	163.50	125.05	953.92
Turnover by Zone (£m)	3.72	5.37	3.10	3.93	2.48	0.62	1.03	0.41	20.67
Market Share by Zone	4.0%	2.9%	4.5%	2.7%	2.0%	1.3%	0.6%	0.3%	2.2%

- NOTES:
- Turnover by zone based on Turley assumptions taking into account current shopping patterns
 - Turnover of proposal taken from Table 6A
 - Available expenditure taken from Table 1 (convenience) and Table 2 (comparison)
 - Market share by zone = turnover of proposal expressed as a proportion of available expenditure

AT 2013 PRICES

TABLE 7: TRADE DRAW OF THE PROPOSED DEVELOPMENT (2018)

Destination		Zone 1			Zone 2			Zone 3			Zone 4			Zone 5			Zone 6			Zone 7			Zone 8		
		Current Market Share	Trade Diversion (£m)	Resultant Market Share	Current Market Share	Trade Diversion (£m)	Resultant Market Share	Current Market Share	Trade Diversion (£m)	Resultant Market Share	Current Market Share	Trade Diversion (£m)	Resultant Market Share	Current Market Share	Trade Diversion (£m)	Resultant Market Share	Current Market Share	Trade Diversion (£m)	Resultant Market Share	Current Market Share	Trade Diversion (£m)	Resultant Market Share	Current Market Share	Trade Diversion (£m)	Resultant Market Share
	Proposed Development		8.71	18.4%		12.59	13.7%		7.26	20.7%		9.20	12.4%		5.81	9.1%		1.45	6.0%		2.42	3.0%		0.97	1.6%
1	Stairfoot Local Centre	7.5%	0.22	7.0%	3.1%	0.29	2.7%	9.1%	0.27	8.3%	3.7%	0.16	3.4%	4.5%	0.11	4.3%	3.0%	0.04	2.8%	0.7%	0.02	0.7%	1.4%	0.01	1.3%
	Out-of-Centre																								
	Tesco Extra, Wombwell Lane	14.9%	2.53	9.6%	4.8%	0.81	3.9%	21.1%	2.63	13.6%	9.9%	1.11	8.4%	9.2%	1.08	7.5%	3.8%	0.16	3.1%	4.4%	0.55	3.7%	4.1%	0.02	4.0%
	Asda (formerly Netto), Thomas Street, Worsbrough	13.3%	0.54	12.1%	1.1%	0.09	1.0%	0.2%	0.01	0.2%	0.5%	0.04	0.4%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%
	Other	3.2%	0.02	3.1%	0.9%	0.02	0.9%	0.4%	0.03	0.3%	0.5%	0.04	0.4%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.5%	0.01	0.5%	1.1%	0.01	1.0%
	Sub-total	31.4%	3.09	24.9%	6.8%	0.92	5.8%	21.7%	2.68	14.1%	10.9%	1.20	9.2%	9.2%	1.08	7.5%	3.8%	0.16	3.1%	4.9%	0.56	4.2%	5.1%	0.03	5.1%
TOTAL ZONE 1		38.9%	3.31	50.3%	9.9%	1.21	22.3%	30.8%	2.95	43.1%	14.5%	1.36	25.1%	13.6%	1.19	20.8%	6.8%	0.20	12.0%	5.7%	0.58	7.9%	6.5%	0.04	8.1%
2	Barnsley Town Centre																								
	Marks & Spencer Food Hall, 7 Queen Street	2.6%	0.30	2.0%	5.6%	0.27	5.3%	1.3%	0.08	1.1%	0.0%	0.00	0.0%	0.9%	0.08	0.8%	1.1%	0.02	1.0%	1.1%	0.03	1.1%	1.8%	0.02	1.7%
	Lidl, Peel Street, Peel Centre	0.6%	0.05	0.5%	1.2%	0.09	1.1%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	1.7%	0.04	1.6%	0.4%	0.00	0.4%
	Iceland, 8/9 The Alhambra Centre, Cheapside	1.5%	0.05	1.4%	1.9%	0.13	1.7%	0.8%	0.06	0.6%	0.7%	0.06	0.6%	0.2%	0.01	0.2%	0.1%	0.00	0.1%	0.4%	0.01	0.4%	0.0%	0.00	0.0%
	Iceland, 13-17 Peel Street	1.5%	0.06	1.4%	0.9%	0.11	0.8%	1.0%	0.08	0.8%	0.8%	0.08	0.7%	0.4%	0.00	0.4%	0.9%	0.01	0.9%	1.9%	0.05	1.8%	0.7%	0.01	0.7%
	Local shops	4.0%	0.11	3.8%	5.0%	0.05	4.9%	1.8%	0.11	1.5%	1.3%	0.12	1.2%	0.9%	0.02	0.9%	1.9%	0.03	1.7%	2.6%	0.01	2.6%	0.2%	0.00	0.2%
	Sub-total	10.3%	0.58	9.1%	14.5%	0.65	13.8%	4.9%	0.32	4.0%	2.9%	0.26	2.5%	2.4%	0.11	2.3%	4.0%	0.06	3.8%	7.7%	0.13	7.5%	3.1%	0.03	3.0%
	Edge-of-Centre																								
	Morrisons, Lower Thomas Street	25.5%	2.57	20.0%	27.9%	5.05	22.4%	10.3%	0.81	8.0%	0.7%	0.15	0.5%	1.7%	0.24	1.3%	4.9%	0.16	4.2%	5.2%	0.27	4.8%	17.7%	0.24	17.3%
	Out-of-Centre																								
	Asda, Old Mill Lane	12.1%	1.37	9.2%	26.1%	4.34	21.4%	17.8%	1.93	12.3%	1.9%	0.49	1.3%	1.2%	0.16	0.9%	16.3%	0.43	14.5%	21.4%	0.81	20.4%	7.9%	0.11	7.7%
	Aldi, Claycliffe Road, Barugh Green	0.0%	0.00	0.0%	8.0%	0.49	7.5%	0.6%	0.04	0.5%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	5.7%	0.11	5.6%	2.6%	0.01	2.6%
	Other	0.0%	0.00	0.0%	6.3%	0.11	6.2%	0.3%	0.01	0.3%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	1.4%	0.01	1.4%	0.2%	0.00	0.2%
Sub-total	12.1%	1.37	9.2%	40.5%	4.93	35.1%	18.7%	1.99	13.1%	1.9%	0.49	1.3%	1.2%	0.16	0.9%	16.3%	0.43	14.5%	28.5%	0.93	27.4%	10.6%	0.12	10.4%	
TOTAL ZONE 2		47.9%	4.51	38.3%	82.9%	10.63	71.4%	33.9%	3.11	25.1%	5.5%	0.90	4.3%	5.3%	0.51	4.5%	25.2%	0.65	22.5%	41.4%	1.33	39.8%	31.5%	0.39	30.8%
3	Cudworth District Centre	0.0%	0.00	0.0%	0.0%	0.00	0.0%	13.9%	0.11	13.6%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	1.7%	0.00	1.7%	0.0%	0.00	0.0%	0.0%	0.00	0.0%
	Lundwood Local Centre	0.0%	0.00	0.0%	0.2%	0.01	0.2%	3.5%	0.05	3.3%	0.6%	0.01	0.6%	0.0%	0.00	0.0%	0.5%	0.00	0.5%	0.0%	0.00	0.0%	0.0%	0.00	0.0%
TOTAL ZONE 3		0.0%	0.00	0.0%	0.2%	0.01	0.2%	17.4%	0.16	16.9%	0.6%	0.01	0.6%	0.0%	0.00	0.0%	2.1%	0.00	2.1%	0.0%	0.00	0.0%	0.0%	0.00	0.0%
4	Wombwell District Centre	0.3%	0.01	0.3%	0.2%	0.02	0.2%	0.1%	0.01	0.1%	4.9%	0.08	4.8%	0.5%	0.01	0.5%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%
	Hoyland District Centre	0.3%	0.01	0.2%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	5.7%	0.06	5.6%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%
	Hoyland Common Local Centre	0.7%	0.02	0.6%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	3.6%	0.03	3.6%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%
	Out-of-Centre																								
	Morrisons, Cortonwood, Brampton	4.7%	0.59	3.4%	0.6%	0.32	0.3%	3.9%	0.49	2.6%	38.2%	4.64	32.0%	15.8%	1.59	13.3%	8.9%	0.13	8.3%	2.3%	0.01	2.3%	0.0%	0.00	0.0%
	Other	0.2%	0.01	0.1%	0.0%	0.00	0.0%	0.3%	0.01	0.3%	2.8%	0.03	2.7%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.1%	0.00	0.1%
Sub-total	4.9%	0.60	3.6%	0.6%	0.32	0.3%	4.2%	0.50	2.8%	41.0%	4.67	34.7%	15.8%	1.59	13.3%	8.9%	0.13	8.3%	2.3%	0.01	2.3%	0.1%	0.00	0.1%	
TOTAL ZONE 4		6.1%	0.65	4.7%	0.8%	0.35	0.4%	4.3%	0.50	2.9%	55.2%	4.85	48.6%	16.3%	1.60	13.8%	8.9%	0.13	8.3%	2.3%	0.01	2.3%	0.1%	0.00	0.1%
5	Goldthorpe District Centre																								
	Asda (formerly Netto), High Street	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	5.0%	0.11	4.8%	1.1%	0.02	1.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%
	Other	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	2.0%	0.02	2.0%	0.0%	0.00	0.0%	0.2%	0.00	0.2%	0.0%	0.00	0.0%
	Sub-total	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	7.0%	0.13	6.8%	1.1%	0.02	1.0%	0.2%	0.00	0.2%	0.0%	0.00	0.0%
	Bolton on Dearne Local Centre	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	1.3%	0.02	1.2%	0.0%	0.00	0.0%	0.0%	0.00	0.0%	0.0%	0.00	0.0%
	Darfield Local																								

TABLE 8: ANTICIPATED TRADING EFFECTS OF PROPOSED DEVELOPMENT (CONVENIENCE GOODS)

Zone	Destination	Estimated Turnover (Pre-development) (£m)		Diversion to Proposed Development		Resultant Turnover	Impact
		2013	2018	(%)	(£m)	(£m)	
1	Stairfoot Local Centre	16.17	17.18	2.3%	1.12	16.06	-6.5%
	Out-of-Centre						
	Tesco Extra, Wombwell Lane	36.59	38.88	18.4%	8.90	29.97	-22.9%
	Proposed Sainsbury's					48.41	
	Asda (formerly Netto), Thomas Street, Worsbrough	7.25	7.70	1.4%	0.68	7.02	-8.9%
	Other	3.68	3.91	0.3%	0.14	3.77	-3.6%
	Sub-total	47.52	50.48	20.1%	9.73	89.17	76.6%
	TOTAL ZONE 1	63.69	67.67	22.4%	10.85	105.23	55.5%
	2 Barnsley Town Centre						
	Marks & Spencer Food Hall, 7 Queen Street	9.07	9.64	1.6%	0.77	8.87	-8.0%
	Lidl, Peel Street, Peel Centre	2.86	3.04	0.4%	0.18	2.86	-6.0%
	Iceland, 8/9 The Alhambra Centre, Cheapside	3.51	3.73	0.7%	0.33	3.40	-8.7%
	Iceland, 13-17 Peel Street	4.67	4.96	0.8%	0.39	4.57	-7.9%
	Local shops	10.75	11.43	0.9%	0.45	10.97	-4.0%
	Sub-total	30.87	32.80	4.4%	2.13	30.67	-6.5%
	Edge-of-Centre						
	Morrisons, Lower Thomas Street	55.37	58.82	19.6%	9.48	49.34	-16.1%
	Out-of-Centre						
	Asda, Old Mill Lane, Barnsley	60.65	64.43	19.9%	9.63	54.80	-15.0%
	Aldi, Claycliffe Road, Barugh Green, Barnsley	13.09	13.91	1.3%	0.65	13.26	-4.7%
	Other	6.85	7.28	0.3%	0.13	7.15	-1.8%
	Sub-total	80.60	85.62	21.5%	10.41	75.21	-12.2%
	TOTAL ZONE 2	166.84	177.24	45.5%	22.03	155.21	-12.4%
3	Cudworth District Centre	4.95	5.25	0.2%	0.11	5.15	-2.1%
	Lundwood Local Centre	1.84	1.96	0.2%	0.08	1.88	-3.9%
	TOTAL ZONE 3	6.79	7.21	0.4%	0.18	7.03	-2.5%
4	Wombwell District Centre	4.03	4.28	0.3%	0.13	4.16	-3.0%
	Hoyland District Centre	4.05	4.30	0.2%	0.08	4.22	-1.8%
	Hoyland Common Local Centre	2.80	2.98	0.1%	0.05	2.92	-1.8%
	Out-of-Centre						
	Morrisons, Cortonwood, Brampton	43.70	46.42	16.0%	7.77	38.66	-16.7%
	Other	2.13	2.27	0.1%	0.05	2.21	-2.4%
	Sub-total	45.83	48.69	16.2%	7.82	40.87	-16.1%
	TOTAL ZONE 4	56.72	60.25	16.7%	8.08	52.17	-13.4%
5	Goldthorpe District Centre						
	Asda (formerly Netto), High Street	3.25	3.46	0.3%	0.12	3.33	-3.6%
	Other	1.34	1.43	0.1%	0.03	1.40	-1.8%
	Sub-total	4.60	4.88	0.3%	0.15	4.73	-3.1%
	Bolton on Dearne Local Centre	0.77	0.82	0.0%	0.02	0.80	-2.6%
	Darfield Local Centre	2.73	2.90	0.1%	0.06	2.83	-2.2%
	Thurnscoe Shepherd Lane / Houghton Road Local Centre						
	Asda, Welfare Road, Thurnscoe	7.54	8.01	1.1%	0.55	7.46	-6.8%
	Other	0.84	0.90	0.0%	0.02	0.88	-2.4%
	Sub-total	8.38	8.91	1.2%	0.57	8.34	-6.4%
	Other	2.04	2.17	0.1%	0.04	2.14	-1.6%
	TOTAL ZONE 5	18.52	19.68	1.7%	0.84	18.84	-4.3%
6	Grimethorpe Local Centre						
	Asda / Netto, High Street, Grimethorpe	6.16	6.54	0.6%	0.29	6.25	-4.5%
	Other	0.43	0.46	0.0%	0.01	0.45	-2.3%
	Sub-total	6.59	7.00	0.6%	0.31	6.70	-4.4%
	Other	1.03	1.10	0.1%	0.03	1.06	-3.1%
	TOTAL ZONE 6	7.62	8.10	0.7%	0.34	7.76	-4.2%
7	Royston District Centre						
	Asda / Netto, Midland Road, Royston	6.67	7.09	0.2%	0.08	7.01	-1.2%
	Other	4.93	5.23	0.1%	0.04	5.20	-0.7%
	Sub-total	11.60	12.32	0.2%	0.12	12.20	-1.0%
	Mappleton Local Centre	4.40	4.67	0.2%	0.09	4.59	-1.8%
	Darton Local Centre	0.61	0.64	0.0%	0.01	0.63	-1.7%
	Athersley Local Centre	3.05	3.24	0.1%	0.03	3.20	-1.0%
	Other	0.66	0.70	0.0%	0.01	0.69	-2.1%
	TOTAL ZONE 7	20.31	21.58	0.5%	0.26	21.32	-1.2%
8	Penistone District Centre						
	Tesco, Market Lane	18.86	20.03	0.3%	0.14	19.89	-0.7%
	Other	2.11	2.24	0.1%	0.04	2.21	-1.6%
	Sub-total	20.97	22.28	0.4%	0.18	22.10	-0.8%
	Dodworth Local Centre	2.76	2.93	0.1%	0.05	2.89	-1.6%
	Other	2.68	2.84	0.2%	0.09	2.75	-3.2%
	TOTAL ZONE 8	26.41	28.05	0.7%	0.32	27.74	-1.1%
Total within Study Area		366.90	389.78	88.6%	42.90	395.30	1.4%
Trade Retention within Study Area		81.7%	81.7%	-	-	82.9%	-
Outflow of Expenditure (excluding online)		74.19	78.82	11.4%	5.52	73.30	-7.0%
Special Forms of Trading		7.91	8.40	0.0%	0.00	8.40	0.0%
TOTAL		449.00	477.00	100.0%	48.41	477.00	0.0%

NOTES:

1. Turnover no development in 2013 taken from Table 4 and rolled forward current market share of existing facilities (as per Table 4). The turnover of existing facilities is based only the expenditure generated in the Study Area (i.e. does not allow for expenditure generated outside the Study Area).
2. Anticipated trade draw of the proposal based on existing shopping patterns and geographic location of existing provision (as identified by the household survey)
3. Resultant turnover = Turnover no development minus expected trade diversion
4. Impact based on the proportional change in turnover expressed as a percentage
5. Turnover of the proposed development derived from Table 6A

TABLE 9: ANTICIPATED TRADING EFFECTS OF PROPOSED DEVELOPMENT (COMPARISON GOODS)

Zone	Destination	Estimated Turnover (Pre-development) (£m)		Diversion to Proposed Development		Resultant Turnover (£m)	Impact
		2013	2018	(%)	(£m)		
1	Stairfoot Local Centre	0.39	0.51	0.3%	0.05	0.46	-10.2%
	Out-of-Centre						
	Tesco Extra, Wombwell Lane	11.46	15.08	15.0%	3.10	11.98	-20.6%
	Proposed Sainsbury's					20.67	
	Wombwell Lane Retail Park	0.88	1.15	0.0%	0.00	1.15	0.0%
	Other	2.19	2.89	0.0%	0.00	2.89	0.0%
	Sub-total	14.53	19.13	15.0%	3.10	36.69	91.8%
TOTAL ZONE 1		14.92	19.64	15.3%	3.15	37.15	89.2%
2	Barnsley Town Centre	222.91	293.41	35.0%	7.23	286.18	-2.5%
	Edge-of-Centre						
	Morrisons, Lower Thomas Street	6.04	7.95	5.0%	1.03	6.92	-13.0%
	Out-of-Centre						
	Asda, Old Mill Lane	26.11	34.37	20.0%	4.13	30.23	-12.0%
	The Peel Centre	0.10	0.13	0.0%	0.00	0.13	0.0%
	Other	1.79	2.35	0.3%	0.05	2.30	-2.2%
	Sub-total	28.00	36.85	20.3%	4.18	32.66	-11.4%
TOTAL ZONE 2		256.95	338.21	60.3%	12.45	325.76	-3.7%
3	Cudworth District Centre	2.71	3.57	0.3%	0.05	3.52	-1.4%
	Lundwood Local Centre	0.08	0.11	0.0%	0.00	0.11	0.0%
TOTAL ZONE 3		2.80	3.68	0.3%	0.05	3.63	-1.4%
4	Wombwell District Centre	4.00	5.27	0.3%	0.05	5.22	-1.0%
	Hoyland District Centre	4.27	5.62	0.3%	0.05	5.57	-0.9%
	Hoyland Common Local Centre	2.56	3.37	0.3%	0.05	3.31	-1.5%
	Out-of-Centre						
	Morrisons, Cortonwood, Brampton	4.61	6.07	3.5%	0.72	5.35	-11.9%
TOTAL ZONE 4		15.45	20.33	4.3%	0.88	19.45	-4.3%
5	Goldthorpe District Centre	2.17	2.86	0.3%	0.05	2.81	-1.8%
	Bolton on Dearne Local Centre	1.69	2.22	0.3%	0.05	2.17	-2.3%
	Darfield Local Centre	2.26	2.97	0.3%	0.05	2.92	-1.7%
	Thurnscoe Shepherd Lane / Houghton Road Local Centre	1.52	2.00	0.3%	0.05	1.95	-2.6%
	Other	0.53	0.70	0.0%	0.00	0.70	0.0%
TOTAL ZONE 5		8.16	10.75	1.0%	0.21	10.54	-1.9%
6	Grimethorpe Local Centre	2.57	3.38	0.3%	0.05	3.33	-1.5%
	Other	0.35	0.46	0.0%	0.00	0.46	0.0%
TOTAL ZONE 6		2.92	3.84	0.3%	0.05	3.79	-1.3%
7	Royston District Centre	2.69	3.55	0.3%	0.05	3.50	-1.5%
	Mapplewell Local Centre	1.03	1.35	0.0%	0.00	1.35	0.0%
	Darton Local Centre	0.26	0.34	0.0%	0.00	0.34	0.0%
TOTAL ZONE 7		3.98	5.24	0.3%	0.05	5.19	-1.0%
8	Penistone District Centre	8.61	11.34	0.0%	0.00	11.34	0.0%
	Dodworth Local Centre	3.60	4.74	0.0%	0.00	4.74	0.0%
	Other	0.30	0.39	0.0%	0.00	0.39	0.0%
TOTAL ZONE 8		12.51	16.46	0.0%	0.00	16.46	0.0%
Total within Study Area		317.68	418.14	81.5%	16.84	421.97	0.9%
Trade Retention within Study Area		43.8%	43.8%	-	-	44.2%	-
Outflow of Expenditure (excluding online)		337.58	444.34	18.5%	3.82	440.51	-0.9%
Special Forms of Trading		69.47	91.44	0.0%	0.00	91.44	0.0%
TOTAL		724.73	953.92	100.0%	20.67	953.92	0.0%

- NOTES:
1. Turnover no development in 2013 taken from Table 4 and rolled forward current market share of existing facilities (as per Table 4). The turnover of existing facilities is based only the expenditure generated in the Study Area (i.e. does not allow for expenditure generated outside the Study Area).
 2. Anticipated trade draw of the proposal based on existing shopping patterns and geographic location of existing provision (as identified by the household survey)
 3. Resultant turnover = Turnover no development *minus* expected trade diversion
 4. Impact based on the proportional change in turnover expressed as a percentage
 5. Turnover of the proposed development derived from Table 6A

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TABLE 10: ANTICIPATED TRADING EFFECTS OF PROPOSED DEVELOPMENT (CONVENIENCE AND COMPARISON GOODS)

Zone	Destination	Estimated Turnover (Pre-development) (£m)		Diversion to Proposed Development		Resultant Turnover	Impact
		2013	2018	(%)	(£m)	(£m)	
1	Stairfoot Local Centre	16.56	17.69	1.7%	1.17	16.52	-6.6%
	<i>Out-of-Centre</i>						
	Tesco Extra, Wombwell Lane	48.05	53.96	17.4%	12.00	41.96	-22.2%
	Proposed Sainsbury's					69.08	
	Asda (formerly Netto), Thomas Street, Worsbrough	7.25	7.70	1.0%	0.68	7.02	-8.9%
	Wombwell Lane Retail Park	0.88	1.15	0.0%	0.00	1.15	
	Other	5.87	6.80	0.2%	0.14	6.65	-2.1%
	<i>Sub-total</i>	62.05	69.61	18.6%	12.83	125.86	80.8%
	TOTAL ZONE 1	78.61	87.30	20.3%	14.00	142.38	63.1%
2	Barnsley Town Centre	253.79	326.21	13.6%	9.36	316.85	-2.9%
	<i>Edge-of-Centre</i>						
	Morrisons, Lower Thomas Street	61.41	66.77	15.2%	10.52	56.25	-15.8%
	<i>Out-of-Centre</i>						
	Asda, Old Mill Lane, Barnsley	86.76	98.80	19.9%	13.77	85.03	-13.9%
	Aldi, Claycliffe Road, Barugh Green, Barnsley	13.09	13.91	0.9%	0.65	13.26	-4.7%
	The Peel Centre	0.10	0.13	0.0%	0.00	0.13	0.0%
	Other	8.64	9.63	0.3%	0.18	9.45	-1.9%
	<i>Sub-total</i>	108.59	122.47	21.1%	14.60	107.87	-11.9%
	TOTAL ZONE 2	423.79	515.45	49.9%	34.48	480.97	-6.7%
3	Cudworth District Centre	7.66	8.83	0.2%	0.16	8.67	-1.8%
	Lundwood Local Centre	1.92	2.07	0.1%	0.08	1.99	-3.7%
	TOTAL ZONE 3	9.58	10.89	0.3%	0.24	10.66	-2.2%
4	Wombwell District Centre	8.04	9.55	0.3%	0.18	9.37	-1.9%
	Hoyland District Centre	8.32	9.92	0.2%	0.13	9.80	-1.3%
	Hoyland Common Local Centre	5.36	6.34	0.2%	0.11	6.24	-1.7%
	<i>Out-of-Centre</i>						
	Morrisons, Cortonwood, Brampton	48.31	52.50	12.3%	8.49	44.00	-16.2%
	Other	2.13	2.27	0.1%	0.05	2.21	-2.4%
	<i>Sub-total</i>	50.45	54.76	12.4%	8.55	46.22	-15.6%
	TOTAL ZONE 4	72.16	80.58	13.0%	8.96	71.62	-11.1%
5	Goldthorpe District Centre	6.77	7.74	0.3%	0.20	7.54	-2.6%
	Bolton on Dearne Local Centre	2.46	3.04	0.1%	0.07	2.97	-2.4%
	Darfield Local Centre	4.98	5.87	0.2%	0.11	5.75	-2.0%
	Thurnscoe Shepherd Lane / Houghton Road Local Centre	9.90	10.90	0.9%	0.62	10.28	-5.7%
	Other	2.57	2.87	0.1%	0.04	2.83	-1.2%
	TOTAL ZONE 5	26.69	30.42	1.5%	1.04	29.38	-3.4%
6	Grimethorpe Local Centre	9.16	10.38	0.5%	0.36	10.02	-3.4%
	Other	1.38	1.56	0.0%	0.03	1.53	-2.2%
	TOTAL ZONE 6	10.54	11.94	0.6%	0.39	11.55	-3.3%
7	Royston District Centre	14.30	15.87	0.2%	0.17	15.70	-1.1%
	Mapplewell Local Centre	5.43	6.03	0.1%	0.09	5.94	-1.4%
	Darton Local Centre	0.86	0.98	0.0%	0.01	0.97	-1.1%
	Athersley Local Centre	3.05	3.24	0.0%	0.03	3.20	-1.0%
	Other	0.66	0.70	0.0%	0.01	0.69	-2.1%
	TOTAL ZONE 7	24.30	26.82	0.5%	0.32	26.51	-1.2%
8	Penistone District Centre	29.58	33.62	0.3%	0.18	33.44	
	Dodworth Local Centre	6.36	7.67	0.1%	0.05	7.62	-0.6%
	Other	2.97	3.23	0.1%	0.09	3.14	-2.8%
	TOTAL ZONE 8	38.92	44.52	0.5%	0.32	44.20	-0.7%
Total within Study Area		684.58	807.93	86.5%	59.74	817.26	1.2%
Total Outside Study Area		411.77	523.15	13.5%	9.34	513.82	-1.8%
Special Forms of Trading		77.38	99.85	0.0%	0.00	99.85	0.0%
TOTAL		1,173.74	1,430.92	100.0%	69.08	1,430.92	0.0%

- NOTES:
1. Turnover of existing facilities taken from Table 8 and Table 9
 2. Anticipated trade draw of the proposal based on existing shopping patterns and geographic location of existing provision (as identified by the household survey)
 3. Resultant turnover = Turnover no development *minus* expected trade diversion
 4. Impact based on the proportional change in turnover expressed as a percentage
 5. Turnover of the proposed development derived from Table 6A

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TABLE 11A: ESTIMATED TURNOVER OF COMMITMENTS / PROPOSALS

Proposal	Net Floorspace (sq m)	Sales Area (sq m)		Sales Density (£ per sq m)		Expected Turnover (£m)		Proportion of Turnover from within Study Area	Total Turnover From Study Area (£m)	
		Convenience	Comparison	Convenience	Comparison	Convenience	Comparison		Convenience	Comparison
Foodstore, New Street	6,596	4,287	2,309	12,000	7,500	51.45	17.31	90%	46.30	15.58
Barnsley Marketplace (uplift in floorspace)	15,800	950	14,850	5,000	4,500	4.75	66.83	85%	4.04	56.80
TOTAL	22,396	5,237	17,159	-	-	56.20	84.14	-	50.34	72.38

- NOTES:
1. Convenience / comparison sales area based on application documentation
 2. Sales density based on Turley judgement taking into account the typical trading density of leading supermarket operators (as identified by Verdict). Sales density for Barnsley Markeplace scheme based on Turley judgement informed by the trading performance of leading 'high street' operators (as identified by Mintel Retail Rankings)
 3. Proportion of turnover derived from Study Area based on Turley estimate

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TABLE 11B: ESTIMATED TRADE DRAW OF NEW STREET, BARNSELEY

	Zone 1	Zone 2	Zone 3	Zone 4	Study Area Zone 5	Zone 6	Zone 7	Zone 8	Total
Proportion of Turnover	20.0%	45.0%	6.0%	1.0%	1.5%	2.0%	7.0%	17.5%	100.0%
<u>Convenience Goods</u>									
Available Expenditure	47.29	91.78	35.17	74.08	64.18	24.04	81.65	58.82	477.00
Turnover by Zone (£m)	9.26	20.84	2.78	0.46	0.69	0.93	3.24	8.10	46.30
Market Share by Zone	19.6%	22.7%	7.9%	0.6%	1.1%	3.9%	4.0%	13.8%	9.7%
<u>Comparison Goods</u>									
Available Expenditure	92.01	185.17	68.99	146.86	125.10	47.25	163.50	125.05	953.92
Turnover by Zone (£m)	3.12	7.01	0.93	0.16	0.23	0.31	1.09	2.73	15.58
Market Share by Zone	3.4%	3.8%	1.4%	0.1%	0.2%	0.7%	0.7%	2.2%	1.6%

- NOTES:
1. Turnover by zone based on Turley assumptions taking into account current shopping patterns
 2. Turnover of proposal taken from Table 11A
 3. Available expenditure taken from Table 1 (convenience) and Table 2 (comparison)
 4. Market share by zone = turnover of proposal expressed as a proportion of available expenditure

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TABLE 11C: ESTIMATED TRADE DRAW OF BARNSELEY MARKETPLACE

	Zone 1	Zone 2	Zone 3	Zone 4	Study Area Zone 5	Zone 6	Zone 7	Zone 8	Total
Proportion of Turnover	12.5%	0.0%	0.0%	85.0%	0.0%	0.0%	0.0%	2.5%	100.0%
<u>Convenience Goods</u>									
Available Expenditure	47.29	91.78	35.17	74.08	64.18	24.04	81.65	58.82	477.00
Turnover by Zone (£m)	0.92	0.00	0.00	6.25	0.00	0.00	0.00	0.18	4.04
Market Share by Zone	1.9%	0.0%	0.0%	8.4%	0.0%	0.0%	0.0%	0.3%	0.8%
<u>Comparison Goods</u>									
Available Expenditure	92.01	185.17	68.99	146.86	125.10	47.25	163.50	125.05	953.92
Turnover by Zone (£m)	1.95	0.00	0.00	13.25	0.00	0.00	0.00	0.39	56.80
Market Share by Zone	2.1%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.3%	6.0%

- NOTES:
1. Turnover by zone based on Turley assumptions taking into account current shopping patterns
 2. Turnover of proposal taken from Table 11A
 3. Available expenditure taken from Table 1 (convenience) and Table 2 (comparison)
 4. Market share by zone = turnover of proposal expressed as a proportion of available expenditure

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TABLE 12: ANTICIPATED CUMULATIVE TRADING EFFECTS OF PROPOSED DEVELOPMENT (CONVENIENCE GOODS)

Zone	Destination	Estimated Turnover (Pre-development) (£m)		Diversion to New Street Foodstore		Diversion to Barnsley Marketplace		Diversion to Proposed Development		Resultant Turnover (£m)	Impact^
		2013	2018	(%)	(£m)	(%)	(£m)	(%)	(£m)		
1	Stairfoot Local Centre	16.17	16.88	1.0%	0.46	0.5%	0.02	1.9%	0.92	15.48	-8.3%
	Out-of-Centre										
	Tesco Extra, Wombwell Lane	36.59	38.11	12.5%	5.79	3.0%	0.12	15.1%	7.32	24.88	-34.7%
	Proposed Sainsbury's			17.5%	8.10	7.0%	0.28			40.03	-17.3%
	Asda (formerly Netto), Thomas Street, Worsbrough	7.25	7.55	0.3%	0.12	0.0%	0.00	1.2%	0.56	6.87	-9.0%
	Other	3.68	3.85	0.0%	0.00	0.0%	0.00	0.2%	0.12	3.73	-3.0%
	Sub-total	47.52	49.51	30.3%	14.01	10.0%	0.40	16.5%	8.00	75.51	52.5%
	TOTAL ZONE 1	63.69	66.39	31.3%	14.47	10.5%	0.42	18.4%	8.92	90.99	37.1%
2	Barnsley Town Centre										
	Marks & Spencer Food Hall, 7 Queen Street	9.07	9.61	1.0%	0.46	4.0%	0.16	1.3%	0.63	8.35	-13.1%
	Lidl, Peel Street, Peel Centre	2.86	3.04	0.5%	0.23	2.0%	0.08	0.3%	0.15	2.57	-15.3%
	Iceland, 8/9 The Alhambra Centre, Cheapside	3.51	3.67	0.5%	0.23	2.0%	0.08	0.6%	0.27	3.09	-15.8%
	Iceland, 13-17 Peel Street	4.67	4.90	0.5%	0.23	2.0%	0.08	0.7%	0.32	4.26	-13.0%
	Barnsley Marketplace			1.0%	0.46			0.3%	0.12	3.45	-14.5%
	Local shops	10.75	11.30	1.5%	0.69	3.0%	0.12	0.8%	0.37	10.11	-10.5%
	Sub-total	30.87	32.52	5.0%	2.32	13.0%	0.52	3.9%	1.87	31.85	-2.1%
	Edge-of-Centre										
	Morrisons, Lower Thomas Street	55.37	58.51	20.0%	9.26	20.0%	0.81	16.1%	7.80	40.64	-30.5%
	New Street					15.0%	0.61	15.0%	7.26	38.44	-17.0%
	Out-of-Centre										
	Asda, Old Mill Lane, Barnsley	60.65	64.18	22.5%	10.42	25.0%	1.01	16.4%	7.92	44.83	-30.2%
	Aldi, Claycliffe Road, Barugh Green, Barnsley	13.09	13.90	3.0%	1.39	2.0%	0.08	1.1%	0.53	11.90	-14.4%
	Other	6.85	7.28	1.0%	0.46	1.0%	0.04	0.2%	0.11	6.67	-8.4%
	Sub-total	80.60	85.37	46.5%	21.53	63.0%	2.54	17.7%	8.57	63.40	-25.7%
	TOTAL ZONE 2	166.84	176.40	51.5%	23.85	76.0%	3.07	52.7%	25.50	174.33	-1.2%
3	Cudworth District Centre	4.95	5.25	0.0%	0.00	0.0%	0.00	0.2%	0.09	5.17	-1.7%
	Lundwood Local Centre	1.84	1.92	0.0%	0.00	0.0%	0.00	0.1%	0.06	1.86	-3.3%
	TOTAL ZONE 3	6.79	7.17	0.0%	0.00	0.0%	0.00	0.3%	0.15	7.02	-2.1%
4	Wombwell District Centre	4.03	3.97	0.1%	0.05	0.0%	0.00	0.2%	0.11	3.82	-3.8%
	Hoyland District Centre	4.05	3.94	0.0%	0.05	0.0%	0.00	0.1%	0.06	3.84	-2.8%
	Hoyland Common Local Centre	2.80	2.75	0.1%	0.05	0.0%	0.00	0.1%	0.04	2.65	-3.3%
	Out-of-Centre										
	Morrisons, Cortonwood, Brampton	43.70	43.99	3.5%	1.62	1.0%	0.04	13.2%	6.39	35.94	-18.3%
	Tesco, Hoyland		7.35	1.0%	0.46	0.0%	0.00	2.5%	1.21	5.68	-22.8%
	Other	2.13	2.09	0.0%	0.00	0.0%	0.00	0.1%	0.05	2.05	-2.2%
	Sub-total	45.83	53.44	4.5%	2.08	1.0%	0.04	15.8%	7.64	43.67	-18.3%
	TOTAL ZONE 4	56.72	64.10	4.8%	2.22	1.0%	0.04	16.2%	7.86	53.98	-15.8%
5	Goldthorpe District Centre										
	Asda (formerly Netto), High Street	3.25	3.46	0.0%	0.00	0.0%	0.00	0.2%	0.10	3.35	-2.9%
	Other	1.34	1.43	0.0%	0.00	0.0%	0.00	0.0%	0.02	1.41	-1.5%
	Sub-total	4.60	4.88	0.0%	0.00	0.0%	0.00	0.3%	0.12	4.76	-2.5%
	Bolton on Dearne Local Centre	0.77	0.82	0.0%	0.00	0.0%	0.00	0.0%	0.02	0.80	-2.2%
	Darfield Local Centre	2.73	2.87	0.0%	0.00	0.0%	0.00	0.1%	0.05	2.82	-1.8%
	Thurnscoe Shepherd Lane / Houghton Road Local Centre										
	Asda, Welfare Road, Thurnscoe	7.54	8.01	0.2%	0.09	0.0%	0.00	0.9%	0.45	7.47	-6.8%
	Other	0.84	0.90	0.0%	0.00	0.0%	0.00	0.0%	0.02	0.88	-2.0%
	Sub-total	8.38	8.91	0.2%	0.09	0.0%	0.00	1.0%	0.47	8.35	-6.3%
	Other	2.04	2.17	0.0%	0.00	0.0%	0.00	0.1%	0.03	2.14	-1.3%
	TOTAL ZONE 5	18.52	19.65	0.2%	0.09	0.0%	0.00	1.4%	0.69	18.87	-4.0%
6	Grimethorpe Local Centre										
	Asda / Netto, High Street, Grimethorpe	6.16	6.54	0.2%	0.09	0.0%	0.00	0.5%	0.24	6.20	-5.1%
	Other	0.43	0.46	0.0%	0.00	0.0%	0.00	0.0%	0.01	0.45	-1.9%
	Sub-total	6.59	7.00	0.2%	0.09	0.0%	0.00	0.5%	0.25	6.66	-4.9%
	Other	1.03	1.10	0.0%	0.00	0.0%	0.00	0.1%	0.03	1.07	-2.6%
	TOTAL ZONE 6	7.62	8.10	0.2%	0.09	0.0%	0.00	0.6%	0.28	7.73	-4.6%
7	Royston District Centre										
	Asda / Netto, Midland Road, Royston	6.67	7.09	0.5%	0.23	0.0%	0.00	0.1%	0.07	6.79	-4.2%
	Other	4.93	5.23	0.0%	0.00	0.0%	0.00	0.1%	0.03	5.20	-0.6%
	Sub-total	11.60	12.32	0.5%	0.23	0.0%	0.00	0.2%	0.10	11.99	-2.7%
	Mapplewell Local Centre	4.40	4.67	0.1%	0.05	0.0%	0.00	0.1%	0.07	4.55	-2.5%
	Darton Local Centre	0.61	0.64	0.1%	0.05	0.0%	0.00	0.0%	0.01	0.59	-8.6%
	Athersley Local Centre	3.05	3.24	0.1%	0.05	0.0%	0.00	0.1%	0.03	3.16	-2.3%
	Other	0.66	0.69	0.0%	0.00	0.0%	0.00	0.0%	0.01	0.68	-1.7%
	TOTAL ZONE 7	20.31	21.57	0.8%	0.37	0.0%	0.00	0.4%	0.22	20.98	-2.7%
8	Penistone District Centre										
	Tesco, Market Lane	18.86	19.97	0.8%	0.35	0.0%	0.00	0.2%	0.12	19.51	-2.3%
	Other	2.11	2.23	0.3%	0.14	0.0%	0.00	0.1%	0.03	2.07	-7.6%
	Sub-total	20.97	22.21	1.1%	0.49	0.0%	0.00	0.3%	0.15	21.57	-2.9%
	Dodworth Local Centre	2.76	2.92	0.1%	0.05	0.0%	0.00	0.1%	0.04	2.84	-2.9%
	Other	2.68	2.83	0.1%	0.05	0.0%	0.00	0.2%	0.08	2.71	-4.3%
	TOTAL ZONE 8	26.41	27.96	1.3%	0.58	0.0%	0.00	0.5%	0.26	27.12	-3.0%
Total within Study Area		366.90	391.34	90.0%	41.67	87.5%	3.53	90.6%	43.88	401.01	2.5%
Outflow of Expenditure (excluding online)		74.19	77.43	10.0%	4.63	12.5%	0.50	9.4%	4.54	67.76	-12.5%
Special Forms of Trading		7.91	8.23	0.0%	0.00	0.0%	0.00	0.0%	0.00	8.23	0.0%
TOTAL		449.00	477.00	100.0%	46.30	100.0%	4.04	100.0%	48.41	477.00	0.0%

NOTES:

1. Turnover no development in 2013 taken from Table 4 and rolled forward current market share of existing facilities (as per Table 4), but revised to reflect the effect of the new Tesco store in Hoyland in 2018. The turnover of existing facilities is based only the expenditure generated in the Study Area (i.e. does not allow for expenditure generated outside the Study Area).
2. Anticipated trade draw of the proposal / commitments based on existing shopping patterns and geographic location of existing provision (as identified by the household survey)
3. Resultant turnover = Turnover no development *minus* expected trade diversion of proposal and commitments
4. Impact based on the proportional change in turnover expressed as a percentage
5. Turnover of the proposed development derived from Table 6A and commitments from Table 11A
- ^ Trade diversion to the application proposal on existing facilities reduces from that identified at Table 8 due to some trade instead being diverted from other new retail developments. Accordingly the trade diversion from existing facilities reduces on a pro rata basis

TABLE 13: ANTICIPATED CUMULATIVE TRADING EFFECTS OF PROPOSED DEVELOPMENT (COMPARISON GOODS)

Zone	Destination	Estimated Turnover (Pre-development) (£m)		Diversion to New Street Foodstore		Diversion to Barnsley Marketplace		Diversion to Proposed Development		Resultant Turnover	Impact^
		2013	2018	(%)	(£m)	(%)	(£m)	(%)	(£m)		
1	Stairfoot Local Centre	0.39	0.51	0.0%	0.00	0.0%	0.00	0.2%	0.04	0.46	-8.6%
	Out-of-Centre										
	Tesco Extra, Wombwell Lane	11.46	15.08	7.5%	1.17	0.5%	0.28	12.8%	2.63	11.00	-27.1%
	Proposed Sainsbury's			12.5%	1.95	2.0%	1.14			17.58	-14.9%
	Wombwell Lane Retail Park	0.88	1.15	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.15	0.0%
	Other	2.19	2.89	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.89	0.0%
	Sub-total	14.53	19.13	20.0%	3.12	2.5%	1.42	12.8%	2.63	32.62	70.6%
	TOTAL ZONE 1	14.92	19.64	20.0%	3.12	2.5%	1.42	13.0%	2.68	33.09	68.5%
2	Barnsley Town Centre										
	Local Shops	222.91	293.41	27.5%	4.29	40.0%	22.72	29.8%	6.15	260.26	-11.3%
	Barnsley Marketplace			10.0%	1.56			5.0%	1.03	54.21	-4.6%
	Sub-total	222.91	293.41	37.5%	5.84	40.0%	22.72	34.8%	7.18	314.47	7.2%
	Edge-of-Centre										
	Morrisons, Lower Thomas Street	6.04	7.95	5.0%	0.78	0.5%	0.28	4.3%	0.88	6.01	-24.4%
	New Street					2.5%	1.42	10.0%	2.07	12.10	-22.4%
	Out-of-Centre										
	Asda, Old Mill Lane	26.11	34.37	20.0%	3.12	4.0%	2.27	17.0%	3.51	25.47	-25.9%
	The Peel Centre	0.10	0.13	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.13	0.0%
3	Other	1.79	2.35	0.0%	0.00	0.0%	0.00	0.2%	0.04	2.31	-1.9%
	Sub-total	28.00	36.85	20.0%	3.12	4.0%	2.27	17.2%	3.56	27.90	-24.3%
	TOTAL ZONE 2	256.95	338.21	62.5%	9.74	47.0%	26.70	66.2%	13.68	360.47	6.6%
	Cudworth District Centre	2.71	3.57	0.0%	0.00	0.0%	0.00	0.2%	0.04	3.53	-1.2%
	Lundwood Local Centre	0.08	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.11	0.0%
	TOTAL ZONE 3	2.80	3.68	0.0%	0.00	0.0%	0.00	0.2%	0.04	3.64	-1.2%
4	Wombwell District Centre	4.00	5.27	0.0%	0.00	0.0%	0.00	0.2%	0.04	5.22	-0.8%
	Hoyland District Centre	4.27	5.62	0.0%	0.00	0.0%	0.00	0.2%	0.04	5.58	-0.8%
	Hoyland Common Local Centre	2.56	3.37	0.0%	0.00	0.0%	0.00	0.2%	0.04	3.32	-1.3%
	Out-of-Centre										
	Morrisons, Cortonwood, Brampton	4.61	6.07	1.8%	0.27	0.5%	0.28	3.0%	0.61	4.90	-19.3%
	TOTAL ZONE 4	15.45	20.33	1.8%	0.27	0.5%	0.28	3.6%	0.75	19.03	-6.4%
5	Goldthorpe District Centre	2.17	2.86	0.0%	0.00	0.0%	0.00	0.2%	0.04	2.81	-1.5%
	Bolton on Dearne Local Centre	1.69	2.22	0.0%	0.00	0.0%	0.00	0.2%	0.04	2.18	-2.0%
	Darfield Local Centre	2.26	2.97	0.0%	0.00	0.0%	0.00	0.2%	0.04	2.92	-1.5%
	Thurnscoe Shepherd Lane / Houghton Road Local Centre	1.52	2.00	0.0%	0.00	0.0%	0.00	0.2%	0.04	1.95	-2.2%
	Other	0.53	0.70	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.70	0.0%
	TOTAL ZONE 5	8.16	10.75	0.0%	0.00	0.0%	0.00	0.9%	0.18	10.57	-1.6%
6	Grimethorpe Local Centre	2.57	3.38	0.0%	0.00	0.0%	0.00	0.2%	0.04	3.33	-1.3%
	Other	0.35	0.46	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.46	0.0%
	TOTAL ZONE 6	2.92	3.84	0.0%	0.00	0.0%	0.00	0.2%	0.04	3.80	-1.1%
7	Royston District Centre	2.69	3.55	0.5%	0.08	0.0%	0.00	0.2%	0.04	3.42	-3.4%
	Mapplewell Local Centre	1.03	1.35	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.35	0.0%
	Darton Local Centre	0.26	0.34	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.34	0.0%
	TOTAL ZONE 7	3.98	5.24	0.5%	0.08	0.0%	0.00	0.2%	0.04	5.12	-2.3%
8	Penistone District Centre	8.61	11.34	0.3%	0.04	0.0%	0.00	0.0%	0.00	11.30	-0.3%
	Dodworth Local Centre	3.60	4.74	0.0%	0.00	0.0%	0.00	0.0%	0.00	4.74	0.0%
	Other	0.30	0.39	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.39	0.0%
	TOTAL ZONE 8	12.51	16.46	0.3%	0.04	0.0%	0.00	0.0%	0.00	16.43	-0.2%
Total within Study Area		317.68	418.14	85.0%	13.25	50.0%	28.40	84.3%	17.42	452.13	8.1%
Outflow of Expenditure (excluding online)		337.58	444.34	15.0%	2.34	50.0%	28.40	15.7%	3.25	410.35	-7.6%
Special Forms of Trading		69.47	91.44	0.0%	0.00	0.0%	0.00	0.0%	0.00	91.44	0.0%
TOTAL		724.73	953.92	100.0%	15.58	100.0%	56.80	100.0%	20.67	953.92	0.0%

NOTES:

1. Turnover no development in 2013 taken from Table 4 and rolled forward current market share of existing facilities (as per Table 5). The turnover of existing facilities is based only the expenditure generated in the Study Area (i.e. does not allow for expenditure generated outside the Study Area).
2. Anticipated trade draw of the proposal / commitments based on existing shopping patterns and geographic location of existing provision (as identified by the household survey)
3. Resultant turnover = Turnover no development *minus* expected trade diversion of proposal and commitments
4. Impact based on the proportional change in turnover expressed as a percentage
5. Turnover of the proposed development derived from Table 6A and commitments from Table 11A
- ^ Trade diversion to the application proposal on existing facilities reduces from that identified at Table 9 due to some trade instead being diverted from other new retail developments. Accordingly the trade diversion from existing facilities reduces on a pro rata basis

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TABLE 14: ANTICIPATED TRADING EFFECTS OF PROPOSED DEVELOPMENT (CONVENIENCE AND COMPARISON GOODS)

Zone	Destination	Estimated Turnover (Pre-development) (£m)		Diversion to New Street Foodstore		Diversion to Barnsley Marketplace		Diversion to Proposed Development		Resultant Turnover (£m)	Impact
		2013	2018	(%)	(£m)	(%)	(£m)	(%)	(£m)		
1	Stairfoot Local Centre	16.56	17.39	0.7%	0.46	0.0%	0.02	1.4%	0.97	15.94	-8.3%
	Out-of-Centre										
	Tesco Extra, Wombwell Lane	48.05	53.20	11.2%	6.96	0.7%	0.41	14.4%	9.96	35.88	-32.6%
	Proposed Sainsbury's			16.2%	10.05	2.3%	1.42			57.61	-16.6%
	Asda (formerly Netto), Thomas Street, Worsbrough	7.25	7.55	0.2%	0.12	0.0%	0.00	0.8%	0.56	6.87	-9.0%
	Wombwell Lane Retail Park	0.88	1.15	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.15	0.0%
	Other	5.87	6.73	0.0%	0.00	0.0%	0.00	0.2%	0.12	6.62	-1.7%
	Sub-total	62.05	68.63	27.7%	17.12	3.0%	1.82	15.4%	10.64	108.13	57.5%
	TOTAL ZONE 1	78.61	86.02	28.4%	17.59	3.0%	1.84	16.8%	11.60	124.07	44.2%
2	Barnsley Town Centre										
	Local Shops	253.79	325.93	9.9%	6.14	38.2%	23.25	11.4%	7.90	288.65	-11.4%
	Barnsley Marketplace			3.3%	2.02			1.7%	1.15	57.66	-5.2%
	Sub-total	253.79	325.93	13.2%	8.16	38.2%	23.25	13.1%	9.05	346.31	6.3%
	Edge-of-Centre										
	Morrisons, Lower Thomas Street	61.41	66.46	16.2%	10.04	1.8%	1.09	12.6%	8.68	46.65	-29.8%
	New Street					3.3%	2.03	13.5%	9.33	50.53	-18.3%
	Out-of-Centre										
	Asda, Old Mill Lane, Barnsley	86.76	98.55	21.9%	13.53	5.4%	3.28	16.6%	11.44	70.30	-28.7%
	Aldi, Claycliffe Road, Barugh Green, Barnsley	13.09	13.90	2.2%	1.39	0.1%	0.08	0.8%	0.53	11.90	-14.4%
	The Peel Centre	0.10	0.13	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.13	0.0%
	Other	8.64	9.63	0.7%	0.46	0.1%	0.04	0.2%	0.15	8.98	-6.8%
	Sub-total	108.59	122.22	41.1%	25.43	10.7%	6.52	43.6%	30.13	188.49	54.2%
	TOTAL ZONE 2	423.79	514.61	54.3%	33.59	48.9%	29.77	56.7%	39.18	534.80	3.9%
3	Cudworth District Centre	7.66	8.83	0.0%	0.00	0.0%	0.00	0.2%	0.13	8.69	-1.5%
	Lundwood Local Centre	1.92	2.03	0.0%	0.00	0.0%	0.00	0.1%	0.06	1.97	-3.1%
	TOTAL ZONE 3	9.58	10.85	0.0%	0.00	0.0%	0.00	0.3%	0.20	10.66	-1.8%
4	Wombwell District Centre	8.04	9.24	0.1%	0.05	0.0%	0.00	0.2%	0.15	9.05	-2.1%
	Hoyland District Centre	8.32	9.57	0.1%	0.05	0.0%	0.00	0.2%	0.11	9.41	-1.6%
	Hoyland Common Local Centre	5.36	6.11	0.1%	0.05	0.0%	0.00	0.1%	0.09	5.98	-2.2%
	Out-of-Centre										
	Morrisons, Cortonwood, Brampton	48.31	50.06	3.1%	1.89	0.5%	0.32	10.1%	7.00	40.84	-18.4%
	Tesco, Hoyland		7.35	0.7%	0.46	0.0%	0.00	1.8%	1.21	5.68	-22.8%
	Other	2.13	2.09	0.0%	0.00	0.0%	0.00	0.1%	0.05	2.05	-2.2%
	Sub-total	50.45	59.51	3.8%	2.36	0.5%	0.32	12.0%	8.26	48.57	-18.4%
	TOTAL ZONE 4	72.16	84.43	4.0%	2.50	0.5%	0.32	12.5%	8.60	73.01	-13.5%
5	Goldthorpe District Centre	6.77	7.74	0.0%	0.00	0.0%	0.00	0.2%	0.17	7.57	-2.2%
	Bolton on Dearne Local Centre	2.46	3.04	0.0%	0.00	0.0%	0.00	0.1%	0.06	2.98	-2.0%
	Darfield Local Centre	4.98	5.84	0.0%	0.00	0.0%	0.00	0.1%	0.10	5.74	-1.6%
	Thurnscoe Shepherd Lane / Houghton Road Local Centre	9.90	10.90	0.1%	0.09	0.0%	0.00	0.7%	0.51	10.30	-5.5%
	Other	2.57	2.87	0.0%	0.00	0.0%	0.00	0.0%	0.03	2.84	-1.0%
	TOTAL ZONE 5	26.69	30.39	0.1%	0.09	0.0%	0.00	1.3%	0.86	29.44	-3.1%
6	Grimethorpe Local Centre	9.16	10.38	0.1%	0.09	0.0%	0.00	0.4%	0.30	9.99	-3.7%
	Other	1.38	1.56	0.0%	0.00	0.0%	0.00	0.0%	0.03	1.53	-1.8%
	TOTAL ZONE 6	10.54	11.94	0.1%	0.09	0.0%	0.00	0.5%	0.32	11.52	-3.5%
7	Royston District Centre	14.30	15.87	0.5%	0.31	0.0%	0.00	0.2%	0.14	15.42	-2.8%
	Mapplewell Local Centre	5.43	6.03	0.1%	0.05	0.0%	0.00	0.1%	0.07	5.91	-1.9%
	Darton Local Centre	0.86	0.98	0.1%	0.05	0.0%	0.00	0.0%	0.01	0.93	-5.6%
	Athersley Local Centre	3.05	3.24	0.1%	0.05	0.0%	0.00	0.0%	0.03	3.16	-2.3%
	Other	0.66	0.69	0.0%	0.00	0.0%	0.00	0.0%	0.01	0.68	-1.7%
	TOTAL ZONE 7	24.30	26.81	0.7%	0.45	0.0%	0.00	0.4%	0.26	26.10	-2.6%
8	Penistone District Centre	29.58	33.55	0.8%	0.53	0.0%	0.00	0.2%	0.15	32.87	-2.0%
	Dodworth Local Centre	6.36	7.66	0.1%	0.05	0.0%	0.00	0.1%	0.04	7.58	-1.1%
	Other	2.97	3.22	0.1%	0.05	0.0%	0.00	0.1%	0.08	3.10	-3.8%
	TOTAL ZONE 8	38.92	44.43	1.0%	0.62	0.0%	0.00	0.4%	0.26	43.55	-2.0%
	Total within Study Area	684.58	809.49	88.7%	54.92	52.5%	31.93	88.7%	61.29	853.14	5.4%
	Total Outside Study Area	411.77	521.77	11.3%	6.97	47.5%	28.81	11.3%	7.79	478.11	-8.4%
	Special Forms of Trading	77.38	99.67	0.0%	0.00	0.0%	0.00	0.0%	0.00	99.67	0.0%
	TOTAL	1,173.74	1,430.92	100.0%	61.89	100.0%	60.84	100.0%	69.08	1,430.92	0.0%

- NOTES:
1. Turnover of existing facilities taken from Table 12 and Table 13
 2. Anticipated trade draw of the proposal / commitments based on existing shopping patterns and geographic location of existing provision (as identified by the household survey)
 3. Resultant turnover = Turnover no development *minus* expected trade diversion to proposal and commitments
 4. Impact based on the proportional change in turnover expressed as a percentage
 5. Turnover of the proposed development derived from Table 6A and commitments from Table 11A

^ Trade diversion to the application proposal on existing facilities reduces from that identified at Table 10 due to some trade instead being diverted from other new retail developments. Accordingly the trade diversion from existing facilities reduces on a pro rata basis

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