

ROTHER RETAIL AND MAIN TOWN CENTRE USES STUDY

Volume 2: Assessment Appendices

This document has been prepared and checked in accordance with the Lambert Smith Hampton Quality Assurance procedures and authorised for release. If not signed off by a Director in the Planning, Regeneration + Infrastructure (PR+I) division at LSH then this document should be treated as a draft, and as being Private and Confidential. It should not be for wider distribution without the sign-off and permission of Lambert Smith Hampton.

This report meets the PDF/UA (Universal Accessibility) standard, which is equivalent to the WCAG 'AA' digital standard.

Appendices:

- 1 STUDY AREA
- 2 UPDATED POPULATION AND EXPENDITURE ANALYSIS
- 3 UPDATED CONVENIENCE GOODS MARKET SHARE ANALYSIS (INCL SFT)
- 4 UPDATED COMPARISON GOODS MARKET SHARE ANALYSIS (INCL SFT)
- 5 UPDATED CONVENIENCE GOODS TURNOVER ANALYSIS (EXCL SFT)
- 6 UPDATED COMPARISON GOODS TURNOVER ANALYSIS (EXCL SFT)
- 7 UPDATED RETAIL COMMITMENTS & NEW STORE OPENINGS ASSESSMENT
- 8 UPDATED CONVENIENCE GOODS CAPACITY ASSESSMENT
- 9 UPDATED COMPARISON GOODS CAPACITY ASSESSMENT
- 10 UPDATED LEISURE EXPENDITURE ANALYSIS

APPENDIX 1 STUDY AREA

Rother Retail, Leisure & Town Centres Study

Legend

★ Town Centres

□ Rother District

Study Zones

1

2

3

4

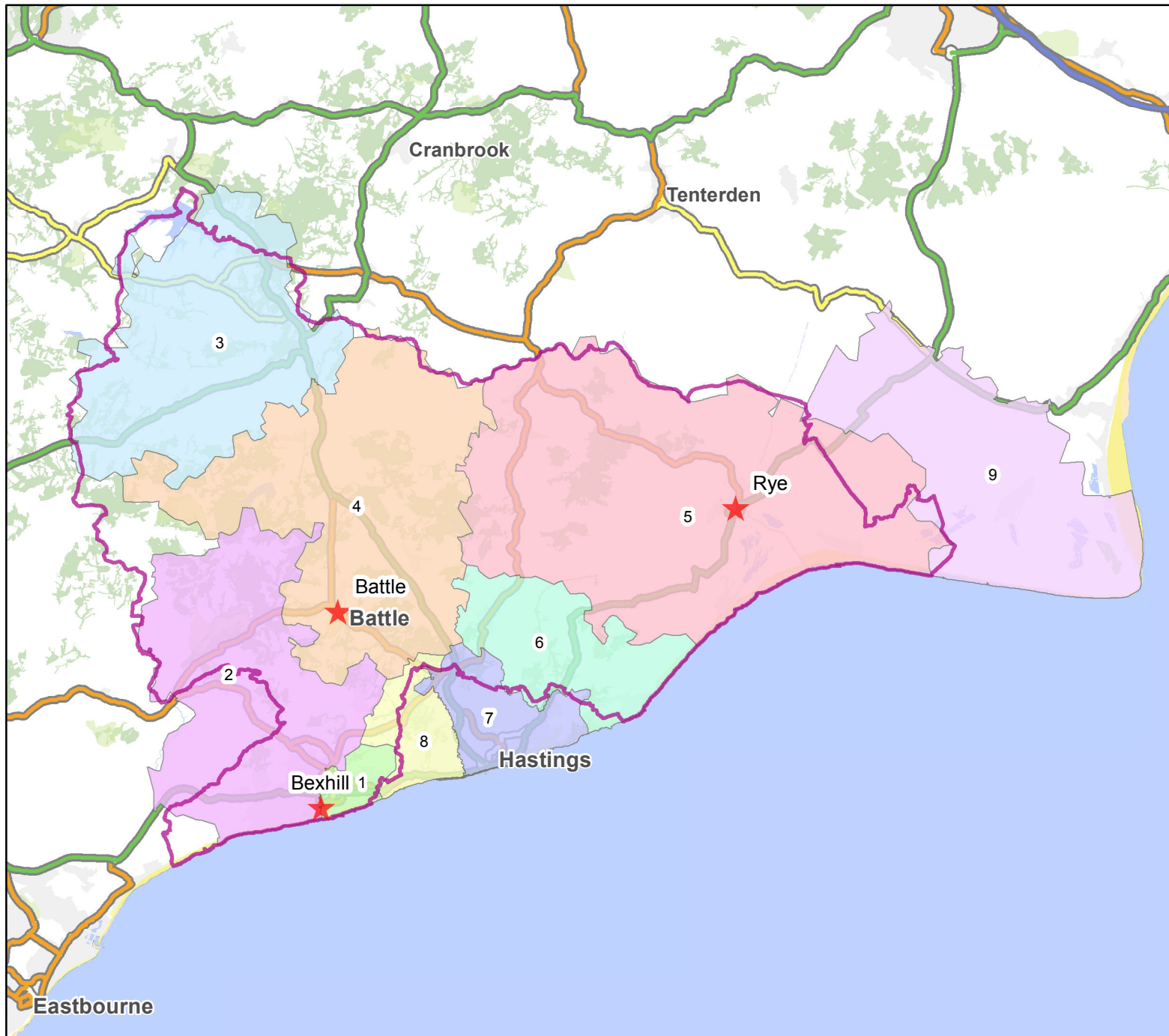
5

6

7

8

9



Lambert
Smith
Hampton

APPENDIX 2 UPDATED POPULATION & EXPENDITURE ANALYSIS

TABLE 1A: BASE YEAR POPULATION & PROJECTIONS (2022 - 2042) - EAST SUSSEX COUNTY COUNCIL PROJECTIONS

	2022	2025	2030	2035	2040	2042
Zone 1 Bexhill East	18,357	18,505	19,309	20,011	20,558	20,775
Zone 2 Bexhill West	31,450	31,881	33,047	33,936	34,663	34,903
Zone 3 Rother North West	8,912	8,987	9,413	9,821	10,219	10,389
Zone 4 Battle	13,486	13,617	14,265	14,791	15,330	15,556
Zone 5 Rye	16,737	16,814	17,460	17,854	18,172	18,275
Zone 6 Westfield	7,405	7,441	7,678	7,859	7,987	8,030
Zone 7 Hastings	62,257	61,520	61,586	61,919	62,451	62,703
Zone 8 St Leonards	29,264	29,311	29,328	29,578	29,861	30,000
Zone 9 Lydd	6,377	6,132	6,263	6,432	6,606	6,670
Total Study Area:	194,245	194,208	198,349	202,201	205,847	207,301
Rother District:	94,162	94,953	98,805	101,891	104,501	104,986

Source: East Sussex County Council; Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

Notes: Population projections (2022 to 2042) for Zones 1 to 6 take account of population projections for Rother District published by East Sussex County Council for 2023 to 2038. Population projections for Zones 7 to 9 are derived from Experian and based on ONS 2022-based Sub-National Population Projections (released in June 2025).

Growth 2025 to 2030:		Growth 2025 to 2041:	
%	No.	%	No.
7.5%	1,506	12.3%	2,270
6.1%	2,055	9.5%	3,022
8.5%	834	15.6%	1,402
7.9%	1,175	14.2%	1,939
5.8%	1,041	8.7%	1,461
5.3%	417	7.9%	589
0.6%	399	1.9%	1,183
0.9%	267	2.4%	689
4.7%	300	8.8%	538
4.0%	7,993	6.7%	13,093
6.8%	6,938	10.6%	10,033

TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading) (2022 to 2042)

	Including SFT	Excluding Special Forms of Trading (SFT)					
	2022	2022	2025	2030	2035	2040	2042
Experian-based SFT Market Shares (%):	16.4%	4.9%	5.3%	6.0%	6.7%	7.3%	7.7%
Survey-based SFT Market Shares (%):	9.4%	2.8%	3.1%	3.5%	3.9%	4.3%	4.5%
Zone 1 Bexhill East	£3,202	£3,112	£2,829	£2,773	£2,734	£2,695	£2,678
Zone 2 Bexhill West	£3,348	£3,254	£2,958	£2,899	£2,858	£2,818	£2,800
Zone 3 Rother North West	£3,608	£3,506	£3,187	£3,123	£3,079	£3,036	£3,016
Zone 4 Battle	£3,508	£3,410	£3,099	£3,037	£2,995	£2,952	£2,933
Zone 5 Rye	£3,631	£3,529	£3,208	£3,144	£3,100	£3,056	£3,036
Zone 6 Westfield	£3,547	£3,447	£3,134	£3,071	£3,028	£2,985	£2,966
Zone 7 Hastings	£3,038	£2,953	£2,684	£2,630	£2,593	£2,557	£2,540
Zone 8 St Leonards	£3,010	£2,925	£2,659	£2,606	£2,569	£2,533	£2,517
Zone 9 Lydd	£3,256	£3,165	£2,877	£2,819	£2,780	£2,740	£2,723
Study Area Average:	£3,350	£3,256	£2,959	£2,900	£2,859	£2,819	£2,801
Rother District Average:	£3,443	£3,347	£3,002	£2,904	£2,863	£2,822	£2,804

Source: Average spend per capita estimates (2024 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 23 published by Experian Business Strategies (March 2026).

Notes: At the Base Year (2022) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 23 (March 2026).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million) (2022 to 2042)

	Including SFT	Excluding Special Forms of Trading (SFT)					
	2022	2022	2025	2030	2035	2040	2042
Zone 1 Bexhill East	£58.8	£57.1	£52.4	£53.5	£54.7	£55.4	£55.6
Zone 2 Bexhill West	£105.3	£102.3	£94.3	£95.8	£97.0	£97.7	£97.7
Zone 3 Rother North West	£32.2	£31.2	£28.6	£29.4	£30.2	£31.0	£31.3
Zone 4 Battle	£47.3	£46.0	£42.2	£43.3	£44.3	£45.3	£45.6
Zone 5 Rye	£60.8	£59.1	£53.9	£54.9	£55.3	£55.5	£55.5
Zone 6 Westfield	£26.3	£25.5	£23.3	£23.6	£23.8	£23.8	£23.8
Zone 7 Hastings	£189.1	£183.8	£165.1	£162.0	£160.6	£159.7	£159.3
Zone 8 St Leonards	£88.1	£85.6	£77.9	£76.4	£75.6	£75.5	£75.5
Zone 9 Lydd	£20.8	£20.2	£17.6	£17.7	£17.9	£18.1	£18.2
Total Study Area:	£628.6	£610.9	£555.5	£556.6	£559.8	£562.2	£562.5
Rother District:	£324.2	£315.1	£285.0	£286.9	£291.7	£294.9	£294.4

Growth 2025 to 2035:	
%	No.
4.5%	£2.3
2.9%	£2.7
5.6%	£1.6
5.0%	£2.1
2.6%	£1.4
2.0%	£0.5
-2.8%	£4.5
-2.5%	£1.9
1.3%	£0.2
0.8%	£4.4
2.3%	£6.6

Growth 2025 to 2042:	
%	No.
6.3%	£3.3
3.6%	£3.4
9.4%	£2.7
8.1%	£3.4
2.9%	£1.5
2.1%	£0.5
-3.5%	£5.8
-3.1%	£2.4
2.9%	£0.5
1.3%	£7.1
3.3%	£9.3

TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading) (2022 to 2042)

	Including SFT	Excluding Special Forms of Trading (SFT)					
	2022	2022	2025	2030	2035	2040	2042
Experian-based SFT Market Shares (%):	31.7%	23.7%	25.8%	27.7%	29.3%	31.0%	31.8%
Survey-based SFT Market Shares (%):	31.7%	24.4%	26.5%	28.5%	30.1%	31.9%	32.7%
Zone 1 Bexhill East	£4,391	£3,321	£2,920	£3,154	£3,496	£3,875	£4,030
Zone 2 Bexhill West	£4,613	£3,489	£3,068	£3,313	£3,673	£4,071	£4,234
Zone 3 Rother North West	£5,425	£4,103	£3,607	£3,896	£4,319	£4,788	£4,979
Zone 4 Battle	£5,191	£3,926	£3,452	£3,728	£4,132	£4,581	£4,764
Zone 5 Rye	£4,963	£3,754	£3,300	£3,564	£3,951	£4,380	£4,555
Zone 6 Westfield	£4,926	£3,726	£3,275	£3,537	£3,922	£4,347	£4,521
Zone 7 Hastings	£4,099	£3,100	£2,726	£2,944	£3,263	£3,617	£3,762
Zone 8 St Leonards	£4,100	£3,101	£2,726	£2,944	£3,264	£3,618	£3,763
Zone 9 Lydd	£4,216	£3,189	£2,804	£3,028	£3,357	£3,721	£3,870
Total Study Area Average:	£4,658	£3,523	£3,098	£3,345	£3,709	£4,111	£4,275
Rother District Average:	£4,841	£3,662	£3,219	£3,375	£3,738	£4,143	£4,309

Source: Average spend per capita estimates (2024 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 23 published by Experian Business Strategies (March 2026).

Notes: At the Base Year (2022) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 23 (March 2026).

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£million) (2022 to 2042)

	Including SFT	Excluding Special Forms of Trading (SFT)					
	2022	2022	2025	2030	2035	2040	2042
Zone 1 Bexhill East	£80.6	£61.0	£54.0	£60.9	£70.0	£79.7	£83.7
Zone 2 Bexhill West	£145.1	£109.7	£97.8	£109.5	£124.6	£141.1	£147.8
Zone 3 Rother North West	£48.3	£36.6	£32.4	£36.7	£42.4	£48.9	£51.7
Zone 4 Battle	£70.0	£52.9	£47.0	£53.2	£61.1	£70.2	£74.1
Zone 5 Rye	£83.1	£62.8	£55.5	£62.2	£70.5	£79.6	£83.2
Zone 6 Westfield	£36.5	£27.6	£24.4	£27.2	£30.8	£34.7	£36.3
Zone 7 Hastings	£255.2	£193.0	£167.7	£181.3	£202.1	£225.9	£235.9
Zone 8 St Leonards	£120.0	£90.8	£79.9	£86.4	£96.5	£108.0	£112.9
Zone 9 Lydd	£26.9	£20.3	£17.2	£19.0	£21.6	£24.6	£25.8
Total Study Area:	£865.6	£654.8	£575.9	£636.2	£719.7	£812.8	£851.5
Rother District:	£455.8	£344.8	£305.7	£333.4	£380.8	£433.0	£452.4

Growth 2025 to 2035:	
%	No.
14.7%	£9.0
13.6%	£14.9
16.0%	£5.8
15.4%	£8.2
12.3%	£7.7
11.7%	£3.2
4.7%	£9.0
6.4%	£5.8
6.2%	£1.3
9.9%	£65.0
10.5%	£36.1

Growth 2025 to 2042:	
%	No.
37.3%	£22.8
34.7%	£38.0
41.5%	£15.2
40.0%	£21.2
32.5%	£20.4
31.6%	£8.7
22.2%	£42.9
24.4%	£22.1
26.9%	£5.5
30.0%	£196.7
31.2%	£107.6

APPENDIX 3 UPDATED CONVENIENCE GOODS MARKET SHARE ANALYSIS (INCL SFT)

TABLE 1: ALL CONVENIENCE GOODS - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
£49											
Aldi, London Road, Bexhill-on-Sea	18.9%	19.1%	0.0%	2.5%	0.2%	1.1%	2.5%	5.0%	0.0%	6.7%	6.9%
Co-op, Devonshire Road, Bexhill-on-Sea	7.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.1%	1.1%
Co-op, Western Road, Bexhill-on-Sea	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland, Devonshire Road, Bexhill-on-Sea	4.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	11.1%	9.6%	0.0%	0.0%	0.8%	0.4%	0.9%	0.1%	0.0%	3.0%	3.1%
Bexhill Farmers Market, Devonshire Square, Bexhill-on-Sea	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jempson's Local, Western Road, Bexhill-on-Sea	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Other stores, Bexhill	2.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.6%	0.6%
Sub-total: Bexhill Town Centre	44.9%	34.3%	0.0%	2.5%	1.0%	1.5%	4.0%	5.5%	0.0%	12.3%	12.7%
Jempson's Supermarket, Station Approach, Rye	0.0%	0.4%	0.1%	0.0%	11.9%	1.2%	0.0%	0.0%	0.3%	1.3%	1.3%
Other stores, Rye	0.0%	0.0%	0.0%	0.0%	3.7%	0.1%	0.0%	0.0%	0.0%	0.4%	0.4%
Sub-total: Rye Town Centre	0.0%	0.4%	0.1%	0.0%	15.6%	1.3%	0.0%	0.0%	0.3%	1.6%	1.7%
Co-op, High Street, Battle	0.0%	0.8%	0.0%	5.6%	0.8%	0.0%	0.9%	0.8%	0.0%	1.0%	1.1%
Jempson's Local, Market Road, Battle	0.0%	1.9%	0.0%	9.5%	0.8%	0.0%	0.6%	0.4%	0.0%	1.4%	1.4%
Tesco Express (Esso), Battle Hill, Battle	0.0%	0.6%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
Other stores, Battle	0.0%	0.1%	0.0%	0.7%	0.0%	0.0%	0.2%	0.3%	0.0%	0.2%	0.2%
Sub-total: Battle Town Centre	0.0%	3.4%	0.0%	19.9%	1.6%	0.0%	1.7%	1.5%	0.0%	2.9%	3.0%
Little Common District Centre	2.8%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%
Sidley District Centre (including Lidl, Ninfield Road)	5.6%	12.0%	0.0%	1.8%	0.0%	1.9%	0.1%	0.0%	0.0%	2.8%	2.9%
Fairlight	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.1%	0.1%
Northiam	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peasmarsh (including Jempson's Superstore)	0.0%	0.0%	0.3%	0.4%	6.5%	0.0%	0.0%	0.3%	0.5%	0.7%	0.7%
Robertsbridge	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
Westfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchelsea Beach	0.0%	0.0%	0.0%	0.0%	0.9%	3.7%	0.0%	0.0%	0.0%	0.2%	0.2%
Other villages and local stores	3.7%	3.0%	11.2%	1.8%	0.8%	0.0%	0.0%	0.0%	0.0%	1.6%	1.7%
Sub-total: Villages & Local Shops	3.7%	3.0%	11.5%	7.1%	8.6%	7.2%	0.0%	0.3%	0.5%	3.2%	3.3%
M&S, Ravenside Retail Park	5.0%	2.6%	0.0%	1.7%	0.1%	1.5%	1.5%	3.2%	0.0%	2.0%	2.1%
Tesco, Ravenside Retail Park	21.5%	19.2%	1.9%	1.9%	0.0%	0.6%	1.1%	4.4%	0.0%	6.4%	6.6%
Sub-total: Ravenside Retail Park	26.5%	21.8%	1.9%	3.6%	0.1%	2.0%	2.6%	7.6%	0.0%	8.4%	8.7%
ROTHER DISTRICT (RETENTION)	83.7%	77.7%	13.5%	35.0%	26.8%	13.9%	8.3%	14.9%	0.8%	32.0%	33.0%
Ashford	0.0%	0.0%	0.0%	0.0%	3.7%	0.6%	0.0%	0.0%	32.8%	1.5%	0.4%
Eastbourne	1.7%	2.1%	0.9%	1.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.7%	0.7%
Hastings	6.0%	9.4%	1.8%	21.9%	31.6%	50.0%	51.9%	36.0%	0.7%	29.7%	30.7%
Hawkhurst	0.0%	0.0%	24.9%	7.0%	3.5%	1.1%	0.0%	0.0%	0.0%	2.2%	2.3%
Heathfield	1.1%	0.0%	17.6%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.1%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	0.3%	0.0%
New Romney	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	22.8%	0.8%	0.0%
St Leonard	1.7%	2.7%	4.0%	22.1%	13.9%	22.3%	30.0%	36.5%	0.0%	18.9%	19.6%
Tenterden	0.0%	0.0%	0.3%	0.0%	10.6%	0.4%	0.0%	0.3%	1.1%	1.1%	1.1%
Tunbridge	0.0%	0.0%	13.4%	1.6%	0.0%	0.1%	0.0%	0.0%	0.0%	0.8%	0.8%
Other	0.2%	0.7%	7.5%	2.1%	1.4%	3.4%	0.9%	0.4%	13.1%	1.7%	1.3%
Outside District	10.7%	14.9%	70.5%	56.1%	64.9%	78.0%	82.8%	73.3%	79.7%	58.7%	58.0%
SFT/ Online	5.6%	7.4%	16.1%	8.9%	8.3%	8.2%	8.9%	11.8%	19.5%	9.4%	9.0%
LEAKAGE TO COMPETING CENTRES & ONLINE	16.3%	22.3%	86.5%	65.0%	73.2%	86.1%	91.7%	85.1%	99.2%	68.0%	67.0%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: MAIN FOOD PURCHASES - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
Aldi, London Road, Bexhill-on-Sea	25.2%	25.9%	0.0%	3.6%	0.0%	1.9%	3.5%	4.6%	0.0%	8.7%	9.1%
Co-op, Devonshire Road, Bexhill-on-Sea	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
Co-op, Western Road, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Devonshire Road, Bexhill-on-Sea	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	11.5%	8.5%	0.0%	0.0%	1.3%	0.6%	1.4%	0.0%	0.0%	3.1%	3.2%
Bexhill Farmers Market, Devonshire Square, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jempson's Local, Western Road, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Bexhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Bexhill Town Centre	41.0%	35.3%	0.0%	3.6%	1.3%	2.5%	5.0%	4.6%	0.0%	12.3%	12.8%
Jempson's Supermarket, Station Approach, Rye	0.0%	0.0%	0.0%	0.0%	7.4%	1.8%	0.0%	0.0%	0.0%	0.7%	0.8%
Other stores, Rye	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Rye Town Centre	0.0%	0.0%	0.0%	0.0%	7.4%	1.8%	0.0%	0.0%	0.0%	0.7%	0.8%
Co-op, High Street, Battle	0.0%	0.0%	0.0%	4.5%	1.3%	0.0%	1.1%	0.0%	0.0%	0.8%	0.8%
Jempson's Local, Market Road, Battle	0.0%	0.8%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.6%
Tesco Express (Esso), Battle Hill, Battle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Battle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Battle Town Centre	0.0%	0.8%	0.0%	10.3%	1.3%	0.0%	1.1%	0.0%	0.0%	1.3%	1.4%
Little Common District Centre	4.3%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.9%
Sidley District Centre (including Lidl, Ninfield Road)	5.0%	10.5%	0.0%	2.6%	0.0%	1.9%	0.0%	0.0%	0.0%	2.4%	2.6%
Fairlight	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Northiam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peasmarsh (including Jempson's Superstore)	0.0%	0.0%	0.0%	0.5%	5.1%	0.0%	0.0%	0.4%	0.5%	0.6%	0.6%
Robertsbridge	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Westfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchelsea Beach	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.1%	0.1%
Other villages and local stores	1.4%	1.5%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%
Sub-total: Villages & Local Shops	1.4%	1.5%	4.3%	4.2%	5.1%	2.8%	0.0%	0.4%	0.5%	1.5%	1.6%
M&S, Ravenside Retail Park	4.5%	2.5%	0.0%	0.5%	0.0%	0.0%	1.4%	2.8%	0.0%	1.7%	1.8%
Tesco, Ravenside Retail Park	24.0%	22.6%	1.7%	2.8%	0.0%	0.6%	0.3%	6.1%	0.0%	7.2%	7.6%
Sub-total: Ravenside Retail Park	28.5%	25.1%	1.7%	3.2%	0.0%	0.6%	1.8%	8.9%	0.0%	9.0%	9.3%
ROTHER DISTRICT (RETENTION)	80.3%	75.7%	6.0%	24.0%	15.1%	9.6%	7.8%	14.0%	0.5%	28.1%	29.4%
Ashford	0.0%	0.0%	0.0%	0.0%	3.5%	0.6%	0.0%	0.0%	37.6%	1.5%	0.4%
Eastbourne	0.9%	2.3%	0.6%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%
Hastings	8.4%	8.6%	1.7%	21.8%	36.7%	51.7%	55.2%	45.1%	0.0%	33.3%	33.7%
Hawkhurst	0.0%	0.0%	27.2%	6.5%	2.0%	1.9%	0.0%	0.0%	0.0%	2.0%	2.2%
Heathfield	1.6%	0.0%	22.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.4%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
New Romney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.7%	0.6%	0.0%
St Leonard	1.4%	3.1%	2.2%	32.2%	17.1%	23.0%	28.3%	24.7%	0.0%	18.0%	18.4%
Tenterden	0.0%	0.0%	0.0%	0.0%	12.6%	0.0%	0.0%	0.4%	0.0%	1.2%	1.3%
Tunbridge	0.0%	0.0%	9.9%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%
Other	0.0%	0.0%	5.6%	0.9%	2.0%	0.6%	0.0%	0.0%	11.5%	0.9%	0.6%
Outside District	12.3%	14.1%	70.0%	65.9%	73.8%	77.7%	83.4%	70.2%	67.3%	60.1%	59.3%
SFT/ Online	7.4%	10.2%	24.0%	10.2%	11.1%	12.7%	8.7%	15.8%	32.2%	11.9%	11.2%
LEAKAGE TO COMPETING CENTRES & ONLINE	19.7%	24.3%	94.0%	76.0%	84.9%	90.4%	92.2%	86.0%	99.5%	71.9%	70.6%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
Aldi, London Road, Bexhill-on-Sea	11.9%	10.3%	0.0%	2.0%	0.8%	0.0%	0.0%	6.7%	0.0%	4.5%	5.5%
Co-op, Devonshire Road, Bexhill-on-Sea	8.9%	5.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	2.7%	3.4%
Co-op, Western Road, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Devonshire Road, Bexhill-on-Sea	13.3%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	2.9%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	9.4%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	3.7%	4.4%
Bexhill Farmers Market, Devonshire Square, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jempson's Local, Western Road, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Bexhill	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
Sub-total: Bexhill Town Centre	47.7%	34.2%	0.0%	2.0%	0.8%	0.0%	2.2%	7.4%	0.0%	13.8%	16.7%
Jempson's Supermarket, Station Approach, Rye	0.0%	1.8%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
Other stores, Rye	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Sub-total: Rye Town Centre	0.0%	1.8%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%
Co-op, High Street, Battle	0.0%	2.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
Jempson's Local, Market Road, Battle	0.0%	1.8%	0.0%	8.7%	2.4%	0.0%	2.0%	0.0%	0.0%	1.8%	2.5%
Tesco Express (Esso), Battle Hill, Battle	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%
Other stores, Battle	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Sub-total: Battle Town Centre	0.0%	3.8%	0.0%	16.8%	2.4%	0.0%	2.0%	0.0%	0.0%	2.8%	3.8%
Little Common District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidley District Centre (including Lidl, Ninfeld Road)	8.4%	12.9%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	4.2%
Fairlight	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northiam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peasmarsh (including Jempson's Superstore)	0.0%	0.0%	0.0%	0.7%	3.1%	0.0%	0.0%	0.0%	1.1%	0.3%	0.5%
Robertsbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchelsea Beach	0.0%	0.0%	0.0%	0.0%	0.8%	1.1%	0.0%	0.0%	0.0%	0.1%	0.2%
Other villages and local stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: District Centres and Villages	0.0%	0.0%	0.0%	0.7%	3.9%	1.1%	0.0%	0.0%	1.1%	0.4%	0.6%
M&S, Ravenside Retail Park	5.5%	1.1%	0.0%	6.6%	0.0%	6.5%	1.2%	3.3%	0.0%	2.4%	3.2%
Tesco, Ravenside Retail Park	21.6%	19.4%	4.2%	0.7%	0.0%	0.0%	3.1%	2.1%	0.0%	7.6%	9.3%
Sub-total: Ravenside Retail Park	27.1%	20.5%	4.2%	7.2%	0.0%	6.5%	4.3%	5.5%	0.0%	10.0%	12.5%
ROTHER DISTRICT (RETENTION)	83.2%	73.3%	4.2%	28.1%	10.3%	7.6%	8.5%	12.8%	1.1%	31.1%	38.7%
Ashford	0.0%	0.0%	0.0%	0.0%	8.3%	1.1%	0.0%	0.0%	46.2%	1.8%	1.2%
Eastbourne	5.7%	2.6%	2.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.3%	1.6%
Hastings	3.3%	15.7%	3.1%	33.8%	36.7%	55.3%	42.2%	25.7%	3.5%	27.2%	38.3%
Hawkhurst	0.0%	0.0%	27.6%	10.7%	7.5%	0.0%	0.0%	0.0%	0.0%	2.6%	4.0%
Heathfield	0.7%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Romney	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	27.2%	0.7%	0.1%
St Leonard	3.1%	2.3%	10.7%	12.4%	16.0%	30.4%	32.7%	53.9%	0.0%	21.9%	30.8%
Tenterden	0.0%	0.0%	0.0%	0.0%	13.0%	2.2%	0.0%	0.0%	3.4%	1.2%	1.9%
Tunbridge	0.0%	0.0%	29.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.1%
Other	0.0%	1.1%	5.3%	3.2%	0.8%	3.5%	2.2%	0.0%	18.6%	2.0%	2.2%
Outside District	12.7%	21.6%	87.3%	60.0%	83.0%	92.4%	77.2%	80.3%	98.9%	60.5%	83.0%
SFT/ Online	4.1%	5.1%	8.4%	11.9%	6.7%	0.0%	14.3%	6.9%	0.0%	8.4%	11.7%
LEAKAGE TO COMPETING CENTRES & SFT	16.8%	26.7%	95.8%	71.9%	89.7%	92.4%	91.5%	87.2%	98.9%	68.9%	94.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	133.3%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: TOP UP FOOD PURCHASES - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
Aldi, London Road, Bexhill-on-Sea	7.5%	7.1%	0.0%	0.0%	0.0%	0.0%	0.6%	4.5%	0.0%	2.9%	2.8%
Co-op, Devonshire Road, Bexhill-on-Sea	15.4%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.8%
Co-op, Western Road, Bexhill-on-Sea	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%
Iceland, Devonshire Road, Bexhill-on-Sea	4.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	11.6%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	2.9%
Bexhill Farmers Market, Devonshire Square, Bexhill-on-Sea	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Jempson's Local, Western Road, Bexhill-on-Sea	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Other stores, Bexhill	9.5%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	3.0%	2.8%
Sub-total: Bexhill Town Centre	49.8%	32.8%	0.0%	0.0%	0.0%	0.0%	0.6%	6.8%	0.0%	12.4%	11.7%
Jempson's Supermarket, Station Approach, Rye	0.0%	0.0%	0.0%	0.0%	38.3%	0.9%	0.0%	0.0%	0.0%	3.8%	3.9%
Other stores, Rye	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	1.6%	1.7%
Sub-total: Rye Town Centre	0.0%	0.0%	0.0%	0.0%	54.9%	0.9%	0.0%	0.0%	0.0%	5.4%	5.5%
Co-op, High Street, Battle	0.0%	0.0%	0.0%	14.9%	0.0%	0.0%	1.9%	3.9%	0.0%	2.1%	2.3%
Jempson's Local, Market Road, Battle	0.0%	5.8%	0.0%	21.6%	2.0%	0.0%	0.0%	0.6%	0.0%	2.8%	3.0%
Tesco Express (Esso), Battle Hill, Battle	0.0%	3.8%	0.0%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.7%
Other stores, Battle	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	2.0%	0.0%	0.6%	0.6%
Sub-total: Battle Town Centre	0.0%	10.2%	0.0%	49.5%	2.0%	0.0%	2.5%	6.5%	0.0%	7.0%	7.5%
Little Common District Centre	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.4%
Sidley District Centre (including Lidl, Ninfeld Road)	5.8%	13.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	3.1%	2.9%
Fairlight	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	0.0%	0.0%	0.0%	0.5%	0.5%
Northiam	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Peasmarsh (including Jempson's Superstore)	0.0%	0.0%	2.1%	0.0%	15.5%	0.0%	0.0%	0.0%	0.0%	1.6%	1.7%
Robertsbridge	0.0%	0.0%	0.0%	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%
Westfield	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.1%	0.2%
Winchelsea Beach	0.0%	0.0%	0.0%	0.0%	3.4%	12.5%	0.0%	0.0%	0.0%	0.8%	0.9%
Other villages and local stores	16.5%	11.2%	46.6%	11.6%	5.4%	0.0%	0.0%	0.0%	0.0%	7.8%	7.4%
Sub-total: District Centres and Villages	16.5%	11.2%	48.7%	27.9%	26.6%	28.6%	0.0%	0.0%	0.0%	12.2%	12.2%
M&S, Ravenside Retail Park	8.2%	3.6%	0.0%	0.7%	0.0%	0.0%	2.1%	4.9%	0.0%	2.9%	2.8%
Tesco, Ravenside Retail Park	15.8%	7.4%	0.0%	0.7%	0.0%	0.0%	0.0%	2.5%	0.0%	3.4%	3.2%
Sub-total: Ravenside Retail Park	24.0%	10.9%	0.0%	1.4%	0.0%	0.0%	2.1%	7.5%	0.0%	6.3%	6.1%
ROTHER DISTRICT (RETENTION)	96.0%	86.3%	48.7%	78.8%	83.4%	32.3%	5.2%	20.8%	0.0%	48.0%	47.3%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.1%	0.0%
Eastbourne	0.0%	1.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Hastings	0.0%	5.3%	0.0%	9.1%	9.0%	39.4%	52.6%	19.7%	0.0%	21.0%	23.5%
Hawkhurst	0.0%	0.0%	17.3%	5.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.5%	1.5%
Heathfield	0.0%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.3%	1.4%	0.0%
New Romney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.4%	1.3%	0.0%
St Leonard	1.9%	2.2%	3.2%	1.4%	0.6%	10.2%	34.6%	56.6%	0.0%	19.0%	20.3%
Tenterden	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Tunbridge	0.0%	0.0%	6.4%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.4%	0.4%
Other	0.0%	2.5%	13.0%	5.0%	0.6%	13.5%	2.4%	2.9%	12.8%	3.6%	3.3%
Outside District	1.9%	11.7%	51.3%	20.5%	14.5%	64.0%	89.7%	79.2%	97.8%	49.6%	50.1%
SFT/ Online	2.1%	2.0%	0.0%	0.7%	2.0%	3.7%	5.1%	0.0%	0.7%	2.4%	2.6%
LEAKAGE TO COMPETING CENTRES & SFT	4.0%	13.7%	51.3%	21.2%	16.6%	67.7%	94.8%	79.2%	98.5%	52.0%	52.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.5%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
Aldi, London Road, Bexhill-on-Sea	6.7%	9.0%	0.0%	0.0%	0.0%	0.0%	4.7%	4.9%	0.0%	4.6%	4.4%
Co-op, Devonshire Road, Bexhill-on-Sea	17.1%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	2.0%
Co-op, Western Road, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Devonshire Road, Bexhill-on-Sea	26.3%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	3.1%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	11.0%	6.6%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	3.1%	2.7%
Bexhill Farmers Market, Devonshire Square, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jempson's Local, Western Road, Bexhill-on-Sea	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.5%	0.6%
Other stores, Bexhill	4.3%	6.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	2.3%	2.0%
Sub-total: Bexhill Town Centre	66.9%	26.9%	0.0%	0.0%	0.0%	0.0%	9.3%	4.9%	0.0%	16.0%	14.7%
Jempson's Supermarket, Station Approach, Rye	0.0%	0.0%	1.4%	0.0%	30.8%	0.0%	0.0%	0.0%	6.1%	2.2%	3.2%
Other stores, Rye	0.0%	0.0%	0.0%	0.0%	14.8%	1.5%	0.0%	0.0%	0.0%	1.0%	1.5%
Sub-total: Rye Town Centre	0.0%	0.0%	1.4%	0.0%	45.6%	1.5%	0.0%	0.0%	6.1%	3.2%	4.7%
Co-op, High Street, Battle	0.0%	7.3%	0.0%	9.8%	0.0%	0.0%	0.0%	5.2%	0.0%	3.2%	2.8%
Jempson's Local, Market Road, Battle	0.0%	3.4%	0.0%	21.2%	0.0%	0.0%	4.9%	5.2%	0.0%	4.3%	4.5%
Tesco Express (Esso), Battle Hill, Battle	0.0%	0.0%	0.0%	15.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.2%
Other stores, Battle	0.0%	0.9%	0.0%	11.1%	0.0%	0.0%	1.5%	0.0%	0.0%	1.5%	1.5%
Sub-total: Battle Town Centre	0.0%	11.6%	0.0%	57.5%	0.0%	0.0%	6.4%	10.3%	0.0%	10.2%	10.0%
Little Common District Centre	4.6%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.8%
Sidley District Centre (including Lidl, Ninfeld Road)	1.4%	24.1%	0.0%	0.0%	0.0%	6.9%	1.5%	0.0%	0.0%	6.7%	5.1%
Fairlight	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	0.0%	0.0%	0.0%	0.6%	0.5%
Northiam	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Peasmarsh (including Jempson's Superstore)	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%
Robertsbridge	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Westfield	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.2%	0.1%
Winchelsea Beach	0.0%	0.0%	0.0%	0.0%	4.1%	5.9%	0.0%	0.0%	0.0%	0.6%	0.7%
Other villages and local stores	8.1%	8.5%	32.9%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	4.1%
Sub-total: District Centres and Villages	8.1%	8.5%	32.9%	5.5%	16.5%	19.3%	0.0%	0.0%	0.0%	7.5%	6.9%
M&S, Ravenside Retail Park	0.0%	7.6%	0.0%	0.0%	2.0%	3.0%	1.5%	1.6%	0.0%	2.7%	2.4%
Tesco, Ravenside Retail Park	8.7%	11.7%	0.0%	0.0%	0.0%	4.5%	4.7%	0.0%	0.0%	5.0%	4.5%
Sub-total: Ravenside Retail Park	8.7%	19.2%	0.0%	0.0%	2.0%	7.5%	6.2%	1.6%	0.0%	7.7%	6.9%
ROTHER DISTRICT (RETENTION)	89.6%	92.2%	34.3%	63.0%	64.1%	35.2%	23.5%	16.9%	6.1%	52.3%	49.0%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	0.3%	0.0%
Eastbourne	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Hastings	6.0%	6.0%	4.2%	14.6%	18.0%	40.1%	48.1%	16.0%	0.0%	20.2%	23.8%
Hawkhurst	0.0%	0.0%	9.0%	4.1%	11.6%	0.0%	0.0%	0.0%	0.0%	1.6%	2.0%
Heathfield	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.7%	1.3%	0.0%
New Romney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.2%	0.6%	0.0%
St Leonard	0.0%	0.0%	1.4%	1.4%	6.2%	18.9%	26.8%	49.4%	0.0%	14.5%	17.1%
Tenterden	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	0.6%	0.3%
Tunbridge	0.0%	0.0%	12.8%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.2%
Other	4.4%	1.9%	23.1%	4.2%	0.0%	5.9%	1.5%	0.0%	9.6%	3.7%	3.0%
Outside District	10.4%	7.8%	65.7%	30.6%	35.9%	64.8%	76.5%	65.4%	93.9%	44.9%	47.9%
SFT/ Online	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	17.7%	0.0%	2.8%	3.1%
LEAKAGE TO COMPETING CENTRES & SFT	10.4%	7.8%	65.7%	37.0%	35.9%	64.8%	76.5%	83.1%	93.9%	47.7%	51.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX 4 UPDATED COMPARISON GOODS MARKET SHARE ANALYSIS (INCL SFT)

TABLE 1: ALL COMPARISON GOODS - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
Bexhill Town Centre	18.4%	14.2%	0.4%	1.2%	0.3%	0.5%	1.0%	0.6%	0.0%	4.6%	8.0%
Rye Town Centre	0.0%	0.0%	0.1%	0.0%	14.7%	0.7%	1.3%	0.1%	0.7%	1.8%	2.7%
Battle Town Centre	0.1%	1.5%	0.1%	7.2%	0.3%	0.2%	0.0%	0.6%	0.0%	1.0%	1.7%
Little Common District Centre	0.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Sidley District Centre	0.4%	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.2%	0.3%
Villages	1.2%	0.2%	5.2%	3.3%	1.7%	1.3%	0.3%	0.1%	0.0%	1.0%	1.7%
Ravenside Retail Park	35.5%	26.6%	1.4%	15.5%	5.4%	13.9%	13.5%	14.1%	0.2%	16.1%	19.0%
Other Out of Centre	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.1%	0.1%
ROTHER DISTRICT	55.9%	44.9%	7.2%	27.1%	22.3%	16.6%	16.2%	15.9%	0.9%	25.2%	33.9%
Ashford	0.0%	0.1%	0.4%	0.6%	10.4%	1.4%	0.6%	0.2%	33.6%	2.4%	2.1%
Eastbourne Town Centre	5.4%	6.1%	2.1%	1.0%	0.6%	1.0%	2.1%	2.1%	0.0%	2.7%	3.4%
Eastbourne Local	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Eastbourne Out of Centre	5.3%	7.5%	2.1%	0.7%	0.5%	1.3%	1.8%	1.3%	0.0%	2.8%	3.8%
Hastings Town Centre	4.0%	6.1%	1.1%	9.4%	12.3%	18.0%	25.4%	12.2%	0.3%	13.3%	7.8%
Hastings Local Stores	0.0%	0.0%	0.0%	0.5%	0.7%	3.8%	2.7%	0.5%	0.0%	1.1%	0.5%
Hastings Out of Centre	2.9%	3.4%	2.1%	9.9%	3.4%	8.6%	7.2%	12.2%	0.0%	6.3%	4.6%
Hawkhurst	0.0%	0.0%	3.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Heathfield	0.0%	0.0%	7.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%	0.8%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.2%	0.0%
St Leonards Town Centre	0.8%	1.4%	0.8%	5.5%	5.0%	10.6%	9.6%	13.3%	0.0%	6.4%	3.2%
St Leonards Out of Centre	0.2%	0.3%	0.2%	0.9%	0.1%	0.5%	0.7%	0.7%	0.0%	0.5%	0.3%
Tenterden	0.0%	0.1%	0.3%	0.3%	1.5%	1.2%	0.0%	0.4%	0.6%	0.3%	0.5%
Tunbridge Wells	0.1%	0.5%	28.7%	6.4%	1.6%	1.4%	0.6%	0.5%	0.0%	2.7%	4.5%
Other	0.8%	2.3%	10.3%	2.7%	2.2%	1.8%	1.4%	2.6%	18.2%	2.9%	2.9%
Sub-total: Outside of Rother District	19.8%	27.7%	58.4%	39.1%	38.4%	49.6%	52.2%	46.0%	60.4%	42.3%	34.9%
SFT/ Online	24.3%	27.4%	34.3%	33.7%	39.2%	33.8%	31.6%	38.1%	38.7%	32.5%	31.2%
LEAKAGE TO COMPETING CENTRES & SFT	44.1%	55.1%	92.8%	72.9%	77.7%	83.4%	83.8%	84.1%	99.1%	74.8%	66.1%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2a: CLOTHING & FOOTWEAR - MAIN & SECOND CHOICE COMBINED - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
Bexhill Town Centre	12.1%	9.2%	0.8%	1.6%	0.2%	0.0%	1.8%	1.4%	0.0%	3.5%	5.4%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	3.6%	2.1%	1.1%	0.0%	1.3%	0.8%	0.8%
Battle Town Centre	0.0%	1.3%	0.0%	2.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.4%	0.8%
Little Common District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidley District Centre	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Villages	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ravenside Retail Park	18.3%	10.1%	1.4%	11.3%	2.7%	8.1%	7.9%	6.6%	0.0%	8.3%	9.4%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROTHER DISTRICT	30.4%	21.0%	2.6%	15.0%	6.5%	10.2%	10.9%	8.0%	1.3%	13.1%	16.5%
Ashford	0.0%	0.2%	0.3%	2.5%	10.8%	2.0%	1.7%	0.7%	29.7%	2.8%	2.5%
Eastbourne Town Centre	16.3%	13.1%	5.3%	2.9%	1.1%	4.4%	6.4%	6.9%	0.0%	7.4%	8.6%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	4.0%	8.5%	4.2%	0.0%	0.3%	0.0%	1.4%	0.2%	0.0%	2.5%	3.9%
Hastings Town Centre	10.6%	14.8%	3.4%	13.9%	20.8%	24.8%	23.4%	22.5%	1.4%	18.1%	14.7%
Hastings Local Stores	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Hastings Out of Centre	0.7%	1.4%	1.7%	8.4%	2.3%	0.3%	4.6%	5.4%	0.0%	3.5%	2.4%
Hawkhurst	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Heathfield	0.0%	0.0%	3.1%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.4%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.1%	0.0%
St Leonards Town Centre	0.0%	1.3%	0.0%	3.7%	7.8%	11.2%	4.8%	4.5%	0.0%	3.8%	3.3%
St Leonards Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenterden	0.0%	0.0%	1.0%	1.4%	0.3%	2.0%	0.2%	1.7%	1.5%	0.6%	0.5%
Tunbridge Wells	0.0%	1.5%	29.2%	7.3%	1.8%	2.1%	0.5%	0.6%	0.0%	2.7%	4.9%
Other	3.2%	4.8%	8.5%	6.1%	4.8%	4.5%	3.7%	5.8%	18.3%	5.2%	5.1%
Sub-total: Outside of Rother District	34.9%	45.7%	57.1%	46.7%	51.5%	51.7%	46.7%	48.6%	54.4%	47.1%	46.6%
SFT/ Online	34.7%	33.3%	40.4%	38.2%	42.0%	38.1%	42.4%	43.4%	44.3%	39.8%	36.9%
LEAKAGE TO COMPETING CENTRES & SFT	69.6%	79.0%	97.4%	85.0%	93.5%	89.8%	89.1%	92.0%	98.7%	86.9%	83.5%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2b: CLOTHING & FOOTWEAR - MAIN CHOICE - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
Bexhill Town Centre	12.2%	9.7%	0.0%	2.1%	0.0%	0.0%	1.4%	0.5%	0.0%	3.5%	5.6%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	3.5%	0.7%	1.4%	0.0%	1.8%	0.9%	0.7%
Battle Town Centre	0.0%	0.4%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%
Little Common District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidley District Centre	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ravenside Retail Park	21.1%	10.3%	1.2%	7.4%	3.0%	6.4%	7.6%	6.6%	0.0%	8.2%	9.3%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROTHER DISTRICT	33.3%	20.9%	1.2%	12.4%	6.6%	7.1%	10.4%	7.1%	1.8%	12.8%	16.2%
Ashford	0.0%	0.0%	0.0%	2.1%	8.4%	0.0%	1.2%	0.0%	19.7%	1.9%	1.8%
Eastbourne Town Centre	11.1%	13.6%	6.3%	2.6%	0.4%	5.0%	6.0%	3.9%	0.0%	6.5%	7.8%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	1.5%	6.0%	2.4%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.3%	2.5%
Hastings Town Centre	10.6%	14.1%	1.8%	12.5%	17.8%	23.5%	20.9%	22.0%	0.6%	16.6%	13.4%
Hastings Local Stores	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Hastings Out of Centre	0.0%	1.3%	0.0%	10.6%	2.0%	0.0%	3.6%	6.0%	0.0%	3.1%	2.3%
Hawkhurst	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Heathfield	0.0%	0.0%	2.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.1%	0.0%
St Leonards Town Centre	0.0%	0.4%	0.0%	3.8%	6.9%	10.5%	5.3%	3.9%	0.0%	3.6%	2.8%
St Leonards Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Tenterden	0.0%	0.0%	0.6%	1.6%	0.4%	2.2%	0.0%	2.3%	0.0%	0.6%	0.5%
Tunbridge Wells	0.0%	0.0%	25.7%	8.2%	2.2%	1.4%	0.4%	0.5%	0.0%	2.3%	4.3%
Other	2.0%	4.1%	7.5%	2.6%	3.2%	4.3%	3.0%	3.0%	18.2%	3.8%	3.7%
Sub-total: Outside of Rother District	25.2%	39.5%	47.2%	44.6%	43.4%	47.6%	40.4%	41.4%	42.0%	40.2%	39.8%
SFT/ Online	41.5%	39.7%	51.6%	43.0%	50.0%	45.3%	49.1%	51.5%	56.2%	47.0%	44.0%
LEAKAGE TO COMPETING CENTRES & SFT	66.7%	79.1%	98.8%	87.6%	93.4%	92.9%	89.6%	92.9%	98.2%	87.2%	83.8%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2c: CLOTHING & FOOTWEAR - SECOND CHOICE - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
Bexhill Town Centre	11.8%	7.6%	3.4%	0.0%	0.8%	0.0%	2.8%	4.0%	0.0%	4.0%	5.0%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	3.9%	6.1%	0.0%	0.0%	0.0%	0.6%	1.2%
Battle Town Centre	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.9%	1.3%
Little Common District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Villages	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Ravenside Retail Park	10.1%	9.6%	2.2%	22.9%	1.6%	13.4%	8.9%	6.7%	0.0%	8.6%	9.8%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROTHER DISTRICT	21.9%	21.3%	6.7%	22.9%	6.3%	19.5%	12.4%	10.7%	0.0%	14.2%	17.4%
Ashford	0.0%	0.9%	1.1%	3.7%	17.8%	7.9%	2.9%	2.9%	59.6%	5.9%	4.7%
Eastbourne Town Centre	32.0%	11.7%	2.2%	3.7%	3.3%	2.6%	7.5%	16.2%	0.0%	10.2%	11.0%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	11.8%	16.1%	9.7%	0.0%	0.0%	0.0%	5.7%	1.0%	0.0%	6.1%	8.2%
Hastings Town Centre	10.5%	17.0%	8.5%	18.0%	29.7%	28.4%	30.8%	24.1%	3.9%	22.6%	18.3%
Hastings Local Stores	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Hastings Out of Centre	3.0%	1.7%	6.8%	1.8%	3.2%	1.3%	7.5%	3.5%	0.0%	4.3%	2.7%
Hawkhurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Heathfield	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.4%	0.5%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.1%	0.0%
St Leonards Town Centre	0.0%	4.0%	0.0%	3.7%	10.7%	13.4%	3.5%	6.4%	0.0%	4.4%	4.8%
St Leonards Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenterden	0.0%	0.0%	2.2%	0.9%	0.0%	1.3%	0.7%	0.0%	5.9%	0.7%	0.5%
Tunbridge Wells	0.0%	5.8%	39.6%	4.7%	0.8%	4.0%	0.7%	1.0%	0.0%	3.8%	6.9%
Other	6.7%	7.2%	11.3%	16.6%	9.5%	5.2%	6.0%	14.3%	18.7%	9.2%	9.2%
Sub-total: Outside of Rother District	64.0%	64.4%	86.7%	53.2%	75.8%	64.1%	65.3%	70.2%	91.6%	67.8%	66.9%
SFT/ Online	14.2%	14.3%	6.6%	23.9%	17.9%	16.4%	22.3%	19.1%	8.4%	18.0%	15.8%
LEAKAGE TO COMPETING CENTRES & SFT	78.1%	78.7%	93.3%	77.1%	93.7%	80.5%	87.6%	89.3%	100.0%	85.8%	82.6%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: RECORDED MEDIA, ETC - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
Bexhill Town Centre	15.5%	13.7%	0.0%	1.2%	0.0%	0.0%	4.1%	0.0%	0.0%	5.2%	7.6%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	6.4%	0.0%	0.0%	2.7%	1.2%
Battle Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Common District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Villages	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Ravenside Retail Park	8.8%	12.1%	0.0%	9.1%	1.4%	0.0%	2.8%	7.9%	0.0%	5.6%	7.1%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROTHER DISTRICT	24.3%	25.9%	1.9%	10.4%	7.9%	0.0%	13.3%	7.9%	0.0%	13.6%	16.1%
Ashford	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	1.8%	0.4%	0.8%
Eastbourne Town Centre	4.4%	6.3%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.8%	2.9%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	0.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.9%
Hastings Town Centre	1.4%	5.2%	0.0%	14.9%	12.4%	31.9%	43.0%	11.3%	0.0%	20.9%	8.6%
Hastings Local Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hastings Out of Centre	5.0%	3.4%	0.0%	12.9%	0.0%	8.5%	0.0%	1.3%	0.0%	2.5%	4.5%
Hawkhurst	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%
Heathfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Leonards Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	1.3%	0.0%	0.4%	0.3%
St Leonards Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenterden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tunbridge Wells	0.0%	0.0%	18.2%	4.5%	5.7%	0.0%	0.0%	0.0%	0.0%	1.5%	3.3%
Other	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	10.4%	1.4%	1.1%
Sub-total: Outside of Rother District	10.7%	27.8%	25.0%	32.3%	22.7%	44.9%	43.9%	18.1%	12.2%	30.8%	25.0%
SFT/ Online	65.0%	46.3%	73.1%	57.3%	69.4%	55.1%	42.8%	74.0%	87.8%	55.6%	58.9%
LEAKAGE TO COMPETING CENTRES & SFT	75.7%	74.1%	98.1%	89.6%	92.1%	100.0%	86.7%	92.1%	100.0%	86.4%	83.9%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: AUDIO VISUAL, COMPUTERS, ETC - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

	Bexhill East	Bexhill West	Rother North West	Battle	Rye	Westfield	Hastings	St Leonards	Lydd	Total Study Area	Rother Area Zones 1-6
Zones:	1	2	3	4	5	6	7	8	9		
Bexhill Town Centre	6.1%	2.5%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	1.5%	1.7%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.5%	0.0%	0.0%	0.4%	0.4%
Battle Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Common District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ravenside Retail Park	55.7%	41.6%	5.4%	30.0%	11.6%	27.6%	24.8%	32.3%	0.0%	29.2%	31.2%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROTHER DISTRICT	61.8%	44.2%	5.4%	30.0%	13.9%	27.6%	26.9%	32.3%	0.0%	31.0%	33.3%
Ashford	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	43.8%	2.0%	1.1%
Eastbourne Town Centre	0.0%	4.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.7%	0.0%	1.1%	1.4%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	7.5%	3.7%	2.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.6%	2.5%
Hastings Town Centre	0.6%	1.5%	1.3%	3.3%	8.7%	3.7%	5.5%	2.9%	0.0%	3.7%	3.1%
Hastings Local Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Hastings Out of Centre	2.0%	3.4%	1.3%	4.8%	1.0%	5.1%	9.4%	2.1%	0.0%	4.6%	2.9%
Hawkhurst	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Heathfield	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Leonards Town Centre	0.6%	1.5%	0.7%	2.3%	1.5%	10.1%	5.4%	16.1%	0.0%	5.1%	2.1%
St Leonards Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenterden	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tunbridge Wells	0.0%	1.0%	29.7%	6.3%	1.5%	0.0%	0.0%	0.5%	0.0%	2.3%	5.0%
Other	0.0%	3.4%	7.2%	0.0%	2.0%	0.7%	0.0%	1.7%	9.2%	1.7%	2.3%
Sub-total: Outside of Rother District	10.6%	18.5%	43.8%	16.6%	22.8%	20.3%	20.8%	24.9%	53.0%	22.2%	20.8%
SFT/ Online	27.6%	37.4%	50.8%	53.4%	63.4%	52.0%	52.3%	42.8%	47.0%	46.8%	45.9%
LEAKAGE TO COMPETING CENTRES & SFT	38.2%	55.8%	94.6%	70.0%	86.1%	72.4%	73.1%	67.7%	100.0%	69.0%	66.7%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: DOMESTIC APPLIANCES - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zones:	Bexhill East 1	Bexhill West 2	Rother North West 3	Battle 4	Rye 5	Westfield 6	Hastings 7	St Leonards 8	Lydd 9	Total Study Area	Rother Area Zones 1-6
Bexhill Town Centre	6.6%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.5%	3.0%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Battle Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Common District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidley District Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ravenside Retail Park	62.0%	35.2%	4.2%	27.2%	13.1%	30.8%	22.9%	27.6%	0.0%	27.3%	32.4%
Other Out of Centre	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
ROTHER DISTRICT	69.1%	41.8%	4.2%	27.2%	13.6%	30.8%	22.9%	28.1%	0.0%	29.2%	36.0%
Ashford	0.0%	0.0%	2.2%	0.0%	6.2%	0.0%	0.0%	0.0%	39.2%	2.0%	1.3%
Eastbourne Town Centre	0.5%	3.5%	0.0%	1.6%	1.3%	0.0%	1.4%	0.5%	0.0%	1.4%	1.7%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	5.2%	6.9%	2.4%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.8%	3.5%
Hastings Town Centre	0.5%	2.6%	0.0%	1.6%	6.7%	2.0%	8.3%	0.5%	0.0%	3.9%	2.5%
Hastings Local Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.8%	0.0%	0.0%	0.6%	0.0%
Hastings Out of Centre	0.0%	0.0%	1.2%	6.3%	3.1%	3.4%	4.1%	1.9%	0.0%	2.5%	1.8%
Hawkhurst	0.0%	0.0%	0.6%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Heathfield	0.0%	0.0%	12.6%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.5%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Leonards Town Centre	4.1%	3.2%	0.6%	12.7%	13.6%	25.7%	23.0%	30.6%	0.0%	15.7%	7.9%
St Leonards Out of Centre	0.0%	0.0%	0.0%	2.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Tenterden	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tunbridge Wells	0.0%	0.0%	35.7%	3.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.2%	4.0%
Other	0.0%	2.1%	1.2%	0.0%	0.0%	0.7%	0.0%	1.6%	15.6%	1.2%	0.8%
Sub-total: Outside of Rother District	10.4%	18.2%	56.6%	33.4%	32.8%	33.2%	38.7%	35.0%	54.8%	32.4%	26.0%
SFT/ Online	20.5%	40.0%	39.3%	39.4%	53.7%	36.0%	38.4%	36.9%	45.2%	38.5%	38.0%
LEAKAGE TO COMPETING CENTRES & SFT	30.9%	58.2%	95.8%	72.8%	86.4%	69.2%	77.1%	71.9%	100.0%	70.8%	64.0%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: BOOKS & STATIONARY - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zones:	Bexhill East 1	Bexhill West 2	Rother North West 3	Battle 4	Rye 5	Westfield 6	Hastings 7	St Leonards 8	Lydd 9	Total Study Area	Rother Area Zones 1-6
Bexhill Town Centre	25.6%	25.4%	0.7%	0.7%	0.0%	0.0%	0.9%	0.5%	0.0%	7.2%	12.1%
Rye Town Centre	0.0%	0.0%	2.0%	0.0%	25.1%	0.0%	1.7%	1.8%	0.0%	3.1%	4.9%
Battle Town Centre	0.0%	1.6%	2.0%	19.7%	0.0%	0.0%	0.0%	1.5%	0.0%	1.8%	3.8%
Little Common District Centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Sidley District Centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Villages	0.0%	0.0%	4.0%	2.8%	1.7%	2.2%	0.0%	0.0%	0.7%	0.6%	1.4%
Ravenside Retail Park	22.7%	7.6%	0.0%	0.7%	0.0%	3.0%	1.7%	0.5%	0.0%	4.3%	6.2%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROTHER DISTRICT	48.4%	36.6%	8.6%	23.9%	26.8%	5.2%	4.2%	4.4%	0.7%	17.4%	29.0%
Ashford	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	18.7%	0.7%	0.4%
Eastbourne Town Centre	6.4%	6.5%	3.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.5%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	0.0%	1.9%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%
Hastings Town Centre	8.3%	6.9%	1.3%	6.2%	14.4%	42.2%	54.7%	32.6%	0.0%	27.2%	10.6%
Hastings Local Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.0%
Hastings Out of Centre	0.0%	3.8%	3.3%	3.6%	1.1%	9.4%	2.3%	12.0%	0.0%	4.1%	3.1%
Hawkhurst	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Heathfield	0.0%	0.0%	2.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.2%	0.0%
St Leonards Town Centre	1.7%	0.0%	0.0%	2.1%	1.1%	3.7%	5.0%	5.1%	0.0%	2.9%	1.1%
St Leonards Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenterden	0.0%	0.0%	0.0%	0.0%	6.1%	2.7%	0.0%	0.0%	2.1%	0.7%	1.3%
Tunbridge Wells	0.0%	1.7%	13.4%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.0%
Other	0.0%	0.0%	11.3%	0.7%	2.6%	0.0%	0.0%	1.6%	19.3%	1.7%	1.9%
Sub-total: Outside of Rother District	16.4%	20.9%	36.7%	20.7%	27.2%	57.9%	62.0%	51.8%	45.2%	41.5%	26.1%
SFT/ Online	35.2%	42.5%	54.7%	55.4%	46.0%	36.9%	33.8%	43.8%	54.1%	41.2%	45.0%
LEAKAGE TO COMPETING CENTRES & SFT	51.6%	63.4%	91.4%	76.1%	73.2%	94.8%	95.8%	95.6%	99.3%	82.6%	71.0%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 7: TOYS, GAMES, SPORTS, BIKES, PETS & PET PRODUCTS, CAMPING EQUIPMENT ETC- 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zones:	Bexhill East 1	Bexhill West 2	Rother North West 3	Battle 4	Rye 5	Westfield 6	Hastings 7	St Leonards 8	Lydd 9	Total Study Area	Rother Area Zones 1-6
Bexhill Town Centre	17.5%	12.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.7%	0.0%	4.0%	6.4%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	1.9%	0.0%	0.0%	1.6%	2.0%
Battle Town Centre	0.0%	0.0%	0.0%	1.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Little Common District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidley District Centre	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Villages	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Ravenside Retail Park	32.1%	30.7%	0.0%	15.5%	4.3%	6.9%	5.7%	10.0%	0.0%	13.4%	18.0%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROTHER DISTRICT	50.3%	42.8%	0.0%	18.6%	15.5%	6.9%	7.6%	10.7%	0.0%	19.2%	27.0%
Ashford	0.0%	0.0%	0.0%	0.0%	10.2%	5.1%	1.7%	0.0%	32.7%	2.7%	2.4%
Eastbourne Town Centre	6.0%	5.6%	2.6%	0.0%	0.0%	0.0%	2.1%	0.7%	0.0%	2.4%	2.9%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	0.0%	2.2%	0.8%	0.0%	1.7%	3.5%	1.7%	0.7%	0.0%	1.4%	1.4%
Hastings Town Centre	2.8%	4.5%	0.8%	9.7%	15.3%	11.9%	31.5%	1.3%	0.0%	13.6%	7.4%
Hastings Local Stores	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.1%	0.1%
Hastings Out of Centre	2.7%	6.4%	1.7%	19.5%	7.5%	18.9%	12.1%	20.9%	0.0%	10.9%	8.7%
Hawkhurst	0.0%	0.0%	0.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Heathfield	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
St Leonards Town Centre	0.0%	3.3%	0.8%	3.1%	2.0%	5.1%	5.0%	0.7%	0.0%	2.9%	2.4%
St Leonards Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenterden	0.0%	0.0%	0.0%	0.0%	0.6%	3.0%	0.0%	0.0%	0.8%	0.2%	0.4%
Tunbridge Wells	0.0%	0.0%	27.8%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.5%	3.1%
Other	0.7%	0.0%	19.1%	3.5%	1.8%	0.0%	0.0%	2.8%	19.4%	2.4%	3.2%
Sub-total: Outside of Rother District	12.2%	22.0%	59.7%	36.6%	39.2%	49.2%	54.6%	27.1%	53.8%	38.3%	32.7%
SFT/ Online	37.4%	35.2%	40.3%	44.8%	45.2%	43.9%	37.8%	62.2%	46.2%	42.5%	40.3%
LEAKAGE TO COMPETING CENTRES & SFT	49.7%	57.2%	100.0%	81.4%	84.5%	93.1%	92.4%	89.3%	100.0%	80.8%	73.0%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 8: FURNITURE, FLOORING AND CARPETS, HOUSEHOLD TEXTILES AND FURNISHINGS - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zones:	Bexhill East 1	Bexhill West 2	Rother North West 3	Battle 4	Rye 5	Westfield 6	Hastings 7	St Leonards 8	Lydd 9	Total Study Area	Rother Area Zones 1-6
Bexhill Town Centre	16.8%	17.5%	0.0%	0.8%	0.0%	3.7%	1.1%	0.0%	0.0%	5.3%	9.2%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	4.5%	0.9%	2.0%	0.0%	0.8%	1.1%	0.8%
Battle Town Centre	0.0%	0.6%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.8%
Little Common District Centre	0.7%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Sidley District Centre	1.4%	1.7%	0.0%	0.0%	0.0%	0.9%	0.0%	0.7%	0.0%	0.6%	0.9%
Villages	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Ravenside Retail Park	11.7%	8.5%	0.0%	2.7%	0.6%	5.2%	8.9%	6.0%	0.0%	6.6%	5.8%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.5%	0.0%
ROTHER DISTRICT	30.5%	30.0%	0.0%	14.6%	5.0%	10.6%	12.0%	10.1%	0.8%	15.2%	19.2%
Ashford	0.0%	0.0%	0.0%	0.8%	21.1%	0.0%	0.0%	0.0%	25.0%	3.1%	3.5%
Eastbourne Town Centre	5.6%	5.0%	0.0%	0.0%	0.0%	0.9%	0.6%	3.7%	0.0%	2.2%	2.8%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	21.7%	22.9%	5.5%	3.1%	0.0%	5.5%	11.6%	7.9%	0.0%	11.5%	12.9%
Hastings Town Centre	2.8%	2.9%	0.9%	14.7%	11.0%	13.7%	15.4%	8.3%	0.0%	9.2%	6.5%
Hastings Local Stores	0.0%	0.0%	0.0%	2.5%	0.0%	2.7%	1.7%	0.0%	0.0%	0.8%	0.6%
Hastings Out of Centre	15.9%	9.0%	1.8%	9.1%	4.3%	19.2%	9.9%	15.8%	0.0%	10.2%	9.5%
Hawkhurst	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Heathfield	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.1%	0.0%
St Leonards Town Centre	0.0%	0.6%	0.9%	1.7%	2.9%	3.6%	0.0%	12.2%	0.0%	2.4%	1.3%
St Leonards Out of Centre	0.0%	1.8%	0.9%	0.0%	0.0%	0.9%	3.7%	2.3%	0.0%	1.8%	0.7%
Tenterden	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Tunbridge Wells	0.0%	0.6%	43.3%	21.3%	4.8%	6.4%	2.6%	2.9%	0.0%	5.4%	9.1%
Other	0.0%	4.2%	6.5%	3.4%	2.8%	1.8%	4.6%	0.0%	39.1%	4.3%	3.2%
Sub-total: Outside of Rother District	46.0%	47.6%	72.4%	56.7%	46.9%	54.7%	50.0%	53.1%	65.7%	51.4%	51.6%
SFT/ Online	23.5%	22.4%	27.6%	28.7%	48.1%	34.7%	38.0%	36.8%	33.5%	33.4%	29.1%
LEAKAGE TO COMPETING CENTRES & SFT	69.5%	70.0%	100.0%	85.4%	95.0%	89.4%	88.0%	89.9%	99.2%	84.8%	80.8%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 9: DIY & GARDENING PRODUCTS - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zones:	Bexhill East 1	Bexhill West 2	Rother North West 3	Battle 4	Rye 5	Westfield 6	Hastings 7	St Leonards 8	Lydd 9	Total Study Area	Rother Area Zones 1-6
Bexhill Town Centre	2.8%	4.2%	0.0%	0.7%	0.0%	0.0%	1.5%	1.7%	0.0%	1.7%	1.8%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	21.0%	0.7%	1.5%	0.0%	0.0%	2.5%	4.2%
Battle Town Centre	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Little Common District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidley District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Villages	1.1%	0.0%	13.5%	10.9%	5.1%	5.0%	5.6%	0.0%	0.0%	3.9%	4.9%
Ravenside Retail Park	83.8%	78.5%	3.8%	47.2%	16.8%	61.1%	67.6%	64.4%	2.2%	58.9%	52.0%
Other Out of Centre	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%
ROTHER DISTRICT	87.7%	85.1%	17.3%	60.1%	42.9%	66.8%	76.2%	66.1%	2.2%	67.4%	63.8%
Ashford	0.0%	0.0%	0.0%	0.0%	26.9%	0.7%	0.0%	0.0%	78.2%	5.1%	5.3%
Eastbourne Town Centre	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	8.1%	5.5%	2.6%	4.2%	1.5%	0.0%	0.0%	1.6%	0.0%	2.5%	4.1%
Hastings Town Centre	0.6%	2.0%	0.0%	7.0%	4.1%	4.3%	8.0%	4.6%	0.0%	4.6%	3.0%
Hastings Local Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.4%	0.0%
Hastings Out of Centre	0.0%	2.2%	0.0%	3.7%	0.5%	3.0%	2.2%	0.5%	0.0%	1.5%	1.6%
Hawkhurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Heathfield	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.2%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.1%	0.0%
St Leonards Town Centre	0.0%	0.0%	0.0%	0.7%	1.5%	0.7%	2.1%	6.7%	0.0%	1.8%	0.5%
St Leonards Out of Centre	2.6%	0.5%	1.3%	6.4%	0.0%	3.6%	4.1%	6.8%	0.0%	3.2%	2.0%
Tenterden	0.0%	0.0%	0.0%	0.0%	6.6%	0.7%	0.0%	0.0%	0.6%	0.7%	1.4%
Tunbridge Wells	0.0%	0.5%	37.6%	8.1%	1.5%	0.0%	0.0%	0.0%	0.0%	2.7%	6.1%
Other	0.0%	0.5%	20.8%	2.0%	0.5%	0.7%	0.0%	0.0%	5.5%	1.5%	3.0%
Sub-total: Outside of Rother District	11.2%	13.4%	73.0%	32.0%	43.2%	13.8%	17.6%	20.3%	86.7%	24.9%	28.8%
SFT/ Online	1.1%	1.5%	9.7%	8.0%	13.9%	19.4%	6.1%	13.7%	11.1%	7.6%	7.4%
LEAKAGE TO COMPETING CENTRES & SFT	12.3%	14.9%	82.7%	39.5%	57.1%	33.2%	23.8%	33.9%	97.8%	32.6%	36.2%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 10: PERSONAL GOODS AND APPLIANCES, AND COSMETICS ETC - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zones:	Bexhill East 1	Bexhill West 2	Rother North West 3	Battle 4	Rye 5	Westfield 6	Hastings 7	St Leonards 8	Lydd 9	Total Study Area	Rother Area Zones 1-6
Bexhill Town Centre	39.5%	29.7%	0.6%	4.2%	1.3%	0.0%	1.1%	0.0%	0.0%	9.3%	14.9%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	27.1%	0.0%	1.1%	0.0%	0.6%	2.9%	5.4%
Battle Town Centre	0.0%	2.8%	0.0%	10.2%	1.3%	3.3%	0.0%	3.4%	0.0%	1.9%	3.1%
Little Common District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidley District Centre	1.5%	3.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%
Villages	0.0%	0.0%	5.4%	4.4%	6.0%	0.0%	0.0%	0.5%	0.0%	1.2%	2.6%
Ravenside Retail Park	41.1%	40.8%	0.6%	12.7%	2.8%	5.0%	14.2%	10.7%	0.0%	18.0%	20.5%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROTHER DISTRICT	82.1%	76.4%	6.5%	32.0%	38.5%	8.2%	16.5%	14.5%	0.6%	34.1%	47.6%
Ashford	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	33.4%	1.2%	0.6%
Eastbourne Town Centre	0.0%	1.9%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.5%	0.8%
Eastbourne Local	1.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Eastbourne Out of Centre	0.5%	3.0%	0.0%	0.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%	1.3%
Hastings Town Centre	2.3%	2.2%	1.8%	5.1%	12.7%	34.7%	38.5%	25.0%	0.0%	19.5%	7.7%
Hastings Local Stores	0.0%	0.0%	0.0%	1.8%	8.9%	2.8%	3.4%	0.5%	0.0%	2.2%	2.3%
Hastings Out of Centre	0.5%	6.2%	3.0%	17.2%	3.6%	14.1%	15.1%	22.8%	0.0%	11.4%	7.1%
Hawkhurst	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Heathfield	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.1%	0.0%
St Leonards Town Centre	0.0%	1.3%	3.0%	11.7%	9.4%	19.1%	10.8%	17.6%	0.0%	8.8%	6.3%
St Leonards Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenterden	0.0%	0.0%	0.0%	0.0%	1.7%	0.7%	0.0%	0.0%	1.8%	0.2%	0.4%
Tunbridge Wells	0.0%	0.0%	23.0%	3.9%	0.8%	0.7%	0.4%	0.0%	0.0%	1.6%	3.6%
Other	0.5%	0.8%	8.9%	2.6%	2.4%	0.0%	0.0%	0.5%	18.0%	1.6%	2.3%
Sub-total: Outside of Rother District	5.6%	15.4%	50.4%	42.8%	43.9%	72.1%	68.1%	66.3%	58.0%	48.4%	33.7%
SFT/ Online	12.4%	8.1%	43.1%	25.2%	17.6%	19.7%	15.4%	19.2%	41.4%	17.5%	18.7%
LEAKAGE TO COMPETING CENTRES & SFT	17.9%	23.6%	93.5%	68.0%	61.5%	91.8%	83.5%	85.5%	99.4%	65.9%	52.4%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 11: MEDICAL GOODS AND THERAPUTIC APPLIANCES ETC - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zones:	Bexhill East 1	Bexhill West 2	Rother North West 3	Battle 4	Rye 5	Westfield 6	Hastings 7	St Leonards 8	Lydd 9	Total Study Area	Rother Area Zones 1-6
Bexhill Town Centre	46.2%	33.1%	0.6%	3.1%	1.6%	0.7%	1.5%	0.0%	0.0%	10.7%	20.6%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	61.1%	0.7%	1.2%	0.0%	2.4%	6.0%	10.4%
Battle Town Centre	0.0%	7.9%	0.6%	30.4%	1.4%	0.7%	0.0%	3.3%	0.0%	4.0%	7.2%
Little Common District Centre	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.7%
Sidley District Centre	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%
Villages	7.7%	0.5%	31.4%	16.9%	8.2%	6.8%	0.0%	0.5%	0.0%	4.6%	8.9%
Ravenside Retail Park	40.6%	35.2%	1.2%	9.8%	3.0%	3.4%	7.1%	8.2%	0.0%	14.2%	21.6%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROTHER DISTRICT	94.6%	86.9%	33.7%	60.2%	75.3%	12.2%	9.8%	12.0%	2.4%	41.1%	72.1%
Ashford	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	17.4%	0.7%	0.3%
Eastbourne Town Centre	0.0%	2.1%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%
Eastbourne Local	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Eastbourne Out of Centre	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Hastings Town Centre	0.5%	3.3%	0.6%	5.9%	7.1%	24.1%	40.5%	16.0%	0.0%	17.8%	5.0%
Hastings Local Stores	0.0%	0.0%	0.0%	0.5%	0.9%	26.0%	14.6%	3.5%	0.0%	6.3%	2.1%
Hastings Out of Centre	0.5%	1.6%	0.6%	10.5%	3.0%	7.8%	12.2%	26.2%	0.0%	9.4%	3.2%
Hawkhurst	0.0%	0.0%	17.7%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.1%
Heathfield	0.0%	0.0%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.2%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	51.0%	1.5%	0.0%
St Leonards Town Centre	0.0%	0.5%	0.0%	9.8%	2.2%	16.7%	20.7%	29.8%	0.0%	12.6%	3.1%
St Leonards Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenterden	0.0%	0.0%	0.0%	0.0%	2.2%	0.7%	0.0%	0.0%	0.0%	0.2%	0.4%
Tunbridge Wells	0.0%	0.0%	10.4%	3.9%	0.4%	0.7%	0.0%	0.0%	0.0%	0.9%	1.7%
Other	0.0%	0.0%	9.0%	0.5%	0.4%	0.7%	0.0%	0.5%	17.9%	1.1%	1.1%
Sub-total: Outside of Rother District	2.6%	8.8%	52.8%	34.2%	17.9%	76.6%	88.0%	76.0%	86.3%	53.0%	21.9%
Internet	2.8%	4.3%	13.5%	5.6%	6.8%	11.2%	2.2%	12.0%	11.3%	5.9%	6.0%
TOTAL LEAKAGE	5.4%	13.1%	66.3%	39.8%	24.7%	87.8%	90.2%	88.0%	97.6%	58.9%	27.9%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 12: OTHER GOODS INCLUDING JEWELLERY & WATCHES, GLASSWARE, CHINA, TABLEWARE & KITCHEN UTENSIL GOODS, ETC - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

Zones:	Bexhill East 1	Bexhill West 2	Rother North West 3	Battle 4	Rye 5	Westfield 6	Hastings 7	St Leonards 8	Lydd 9	Total Study Area	Rother Area Zones 1-6
Bexhill Town Centre	24.0%	13.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	7.7%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	1.1%	0.7%	1.4%
Battle Town Centre	2.5%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.5%
Little Common District Centre	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Sidley District Centre	0.7%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Villages	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Ravenside Retail Park	23.1%	9.7%	0.0%	5.0%	0.7%	0.0%	4.1%	3.1%	0.0%	6.2%	7.3%
Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROTHER DISTRICT	52.4%	25.1%	1.0%	11.4%	8.0%	0.0%	4.1%	3.1%	1.1%	13.2%	18.8%
Ashford	0.0%	0.6%	1.0%	0.0%	8.4%	2.2%	0.0%	0.7%	45.2%	2.3%	2.1%
Eastbourne Town Centre	2.5%	8.2%	3.0%	2.2%	3.1%	0.0%	0.6%	0.0%	0.0%	2.5%	4.0%
Eastbourne Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	4.9%	9.9%	0.0%	0.0%	0.0%	0.0%	0.6%	3.1%	0.0%	3.0%	3.6%
Hastings Town Centre	9.5%	10.4%	0.0%	14.8%	14.1%	31.5%	37.8%	20.8%	0.0%	20.7%	12.2%
Hastings Local Stores	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Hastings Out of Centre	4.1%	4.0%	10.3%	5.6%	4.1%	7.8%	6.5%	21.4%	0.0%	8.0%	5.4%
Hawkhurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Heathfield	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Leonards Town Centre	0.0%	0.0%	5.0%	7.2%	0.0%	6.7%	7.2%	6.3%	0.0%	4.0%	2.4%
St Leonards Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenterden	0.0%	0.0%	2.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Tunbridge Wells	2.5%	0.0%	26.4%	6.1%	2.2%	3.3%	2.5%	0.7%	0.0%	3.0%	5.3%
Other	0.7%	4.0%	12.3%	2.2%	6.3%	6.7%	2.2%	5.4%	14.1%	4.2%	4.9%
Sub-total: Outside of Rother District	24.2%	37.1%	63.0%	39.1%	40.9%	58.3%	57.4%	58.4%	59.3%	48.2%	41.1%
SFT/ Online	23.4%	37.8%	36.0%	49.5%	51.1%	41.7%	38.4%	38.6%	39.6%	38.5%	40.1%
LEAKAGE TO COMPETING CENTRES & SFT	47.6%	74.9%	99.0%	88.6%	92.0%	100.0%	95.9%	96.9%	98.9%	86.8%	81.2%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX 5 UPDATED CONVENIENCE GOODS TURNOVER ANALYSIS (EXCL SFT)

TABLE 1: ALL CONVENIENCE GOODS - 2022 MARKET SHARE ANALYSIS (%)

Excluding Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Aldi, London Road, Bexhill-on-Sea	20.1%	20.7%	0.0%	2.8%	0.2%	1.2%	2.7%	5.7%	0.0%	7.4%
Co-op, Devonshire Road, Bexhill-on-Sea	8.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.3%
Iceland, Devonshire Road, Bexhill-on-Sea	4.8%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	11.7%	10.4%	0.0%	0.0%	0.9%	0.4%	1.0%	0.2%	0.0%	3.4%
Jempson's Local, Western Road, Bexhill-on-Sea	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Other stores, Bexhill	2.6%	1.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%	0.0%	0.6%
Sub-total: Bexhill Town Centre	47.6%	37.0%	0.0%	2.8%	1.0%	1.6%	4.4%	6.3%	0.0%	13.5%
Jempson's Supermarket, Station Approach, Rye	0.0%	0.4%	0.1%	0.0%	12.9%	1.3%	0.0%	0.0%	0.4%	1.4%
Other stores, Rye	0.0%	0.0%	0.0%	0.0%	4.1%	0.1%	0.0%	0.0%	0.0%	0.4%
Sub-total: Rye Town Centre	0.0%	0.4%	0.1%	0.0%	17.0%	1.4%	0.0%	0.0%	0.4%	1.8%
Co-op, High Street, Battle	0.0%	0.8%	0.0%	6.1%	0.9%	0.0%	1.0%	1.0%	0.0%	1.1%
Jempson's Local, Market Road, Battle	0.0%	2.0%	0.0%	10.5%	0.9%	0.0%	0.7%	0.4%	0.0%	1.5%
Tesco Express (Esso), Battle Hill, Battle	0.0%	0.6%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Other stores, Battle	0.0%	0.1%	0.0%	0.8%	0.0%	0.0%	0.2%	0.3%	0.0%	0.2%
Sub-total: Battle Town Centre	0.0%	3.6%	0.0%	21.8%	1.7%	0.0%	1.9%	1.7%	0.0%	3.3%
Little Common District Centre	3.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Sidley District Centre (including Lidl, Ninfield Road)	5.9%	13.0%	0.0%	2.0%	0.0%	2.1%	0.1%	0.0%	0.0%	3.1%
Fairlight	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.1%
Northiam	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Peasmarsh (including Jempson's Superstore)	0.0%	0.0%	0.4%	0.4%	7.1%	0.0%	0.0%	0.3%	0.7%	0.8%
Robertsbridge	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Westfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Winchelsea Beach	0.0%	0.0%	0.0%	0.0%	0.9%	4.0%	0.0%	0.0%	0.0%	0.3%
Other villages and local stores	4.0%	3.2%	13.4%	2.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.8%
Sub-total: District Centres and Villages	4.0%	3.2%	13.7%	7.8%	9.4%	7.8%	0.0%	0.3%	0.7%	3.5%
Sub-total: Ravenside Retail Park	28.1%	23.5%	2.2%	3.9%	0.1%	2.2%	2.8%	8.6%	0.0%	9.3%
ROTHER DISTRICT (RETENTION)	88.6%	83.9%	16.0%	38.4%	29.3%	15.1%	9.2%	16.9%	1.0%	35.3%
Ashford	0.0%	0.0%	0.0%	0.0%	4.1%	0.6%	0.0%	0.0%	40.7%	1.6%
Eastbourne	1.8%	2.3%	1.1%	1.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.7%
Hastings	6.4%	10.2%	2.2%	24.1%	34.4%	54.4%	56.9%	40.8%	0.9%	32.8%
Hawkhurst	0.0%	0.0%	29.7%	7.6%	3.8%	1.2%	0.0%	0.0%	0.0%	2.4%
Heathfield	1.2%	0.0%	21.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	0.3%
New Romney	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	28.4%	0.8%
St Leonard	1.8%	2.9%	4.8%	24.2%	15.1%	24.3%	33.0%	41.4%	0.0%	20.9%
Tenterden	0.0%	0.0%	0.3%	0.0%	11.5%	0.5%	0.0%	0.3%	1.4%	1.2%
Tunbridge	0.0%	0.0%	15.9%	1.8%	0.0%	0.1%	0.0%	0.0%	0.0%	0.9%
Other	0.2%	0.8%	9.0%	2.3%	1.5%	3.7%	1.0%	0.5%	16.2%	1.9%
Outside District	11.4%	16.1%	84.0%	61.6%	70.7%	84.9%	90.8%	83.1%	99.0%	64.7%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

Excluding internet shopping and other special forms of trading											TOTAL STUDY AREA
Zone:	1	2	3	4	5	6	7	8	9		
Total Available Spend (excluding SFT):	£52.4	£94.3	£28.6	£42.2	£53.9	£23.3	£165.1	£77.9	£17.6	£555.5	
Aldi, London Road, Bexhill-on-Sea	£10.5	£19.5	£0.0	£1.2	£0.1	£0.3	£4.4	£4.5	£0.0	£40.4	
Co-op, Devonshire Road, Bexhill-on-Sea	£4.2	£1.8	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£6.8	
Iceland, Devonshire Road, Bexhill-on-Sea	£2.5	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£6.1	£9.8	£0.0	£0.0	£0.5	£0.1	£1.7	£0.1	£0.0	£18.3	
Jempson's Local, Western Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	
Other stores, Bexhill	£1.4	£1.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£3.5	
Sub-total: Bexhill Town Centre	£24.9	£34.9	£0.0	£1.2	£0.6	£0.4	£7.2	£4.9	£0.0	£74.0	
Jempson's Supermarket, Station Approach, Rye	£0.0	£0.4	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.1	£7.7	
Other stores, Rye	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£2.2	
Sub-total: Rye Town Centre	£0.0	£0.4	£0.0	£0.0	£9.2	£0.3	£0.0	£0.0	£0.1	£9.9	
Co-op, High Street, Battle	£0.0	£0.8	£0.0	£2.6	£0.5	£0.0	£1.7	£0.7	£0.0	£6.3	
Jempson's Local, Market Road, Battle	£0.0	£1.9	£0.0	£4.4	£0.5	£0.0	£1.2	£0.3	£0.0	£8.3	
Tesco Express (Esso), Battle Hill, Battle	£0.0	£0.6	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	
Other stores, Battle	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3	£0.0	£1.0	
Sub-total: Battle Town Centre	£0.0	£3.4	£0.0	£9.2	£0.9	£0.0	£3.1	£1.3	£0.0	£18.0	
Little Common District Centre	£1.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	
Sidley District Centre (including Lidl, Ninfield Road)	£3.1	£12.2	£0.0	£0.8	£0.0	£0.5	£0.1	£0.0	£0.0	£16.8	
Fairlight	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7	
Northiam	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	
Peasmarsh (including Jempson's Superstore)	£0.0	£0.0	£0.1	£0.2	£3.8	£0.0	£0.0	£0.2	£0.1	£4.5	
Robertsbridge	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	
Westfield	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	
Winchelsea Beach	£0.0	£0.0	£0.0	£0.0	£0.5	£0.9	£0.0	£0.0	£0.0	£1.5	
Other villages and local stores	£2.1	£3.0	£3.8	£0.8	£0.5	£0.0	£0.0	£0.0	£0.0	£10.3	
Sub-total: District Centres and Villages	£2.1	£3.0	£3.9	£3.3	£5.1	£1.8	£0.0	£0.2	£0.1	£19.6	
Sub-total: Ravenside Retail Park	£14.7	£22.2	£0.6	£1.7	£0.1	£0.5	£4.6	£6.7	£0.0	£51.1	
ROTHER DISTRICT (RETENTION)	£46.4	£79.1	£4.6	£16.2	£15.8	£3.5	£15.1	£13.2	£0.2	£194.1	
Ashford	£0.0	£0.0	£0.0	£0.0	£2.2	£0.1	£0.0	£0.0	£7.2	£9.5	
Eastbourne	£0.9	£2.2	£0.3	£0.5	£0.0	£0.0	£0.0	£0.1	£0.0	£4.1	
Hastings	£3.3	£9.6	£0.6	£10.2	£18.6	£12.7	£94.0	£31.8	£0.2	£180.9	
Hawkhurst	£0.0	£0.0	£8.5	£3.2	£2.1	£0.3	£0.0	£0.0	£0.0	£14.1	
Heathfield	£0.6	£0.0	£6.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.8	
Lydd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0	
New Romney	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.0	£5.1	
St Leonard	£0.9	£2.7	£1.4	£10.2	£8.2	£5.7	£54.4	£32.3	£0.0	£115.8	
Tenterden	£0.0	£0.0	£0.1	£0.0	£6.2	£0.1	£0.0	£0.2	£0.2	£6.9	
Tunbridge	£0.0	£0.0	£4.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	
Other	£0.1	£0.7	£2.6	£1.0	£0.8	£0.9	£1.6	£0.4	£2.9	£10.9	
Outside District	£6.0	£15.2	£24.0	£26.0	£38.2	£19.8	£150.0	£64.8	£17.5	£361.4	
TOTAL MARKET SHARE	£52.4	£94.3	£28.6	£42.2	£53.9	£23.3	£165.1	£77.9	£17.6	£555.5	

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Total Available Spend (excluding SFT):	£53.5	£95.8	£29.4	£43.3	£54.9	£23.6	£162.0	£76.4	£17.7	£556.6	
Aldi, London Road, Bexhill-on-Sea	£10.7	£19.8	£0.0	£1.2	£0.1	£0.3	£4.4	£4.4	£0.0	£40.8	
Co-op, Devonshire Road, Bexhill-on-Sea	£4.3	£1.9	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£6.9	
Iceland, Devonshire Road, Bexhill-on-Sea	£2.6	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£6.3	£10.0	£0.0	£0.0	£0.5	£0.1	£1.7	£0.1	£0.0	£18.6	
Jempson's Local, Western Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	
Other stores, Bexhill	£1.4	£1.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£3.6	
Sub-total: Bexhill Town Centre	£25.5	£35.5	£0.0	£1.2	£0.6	£0.4	£7.1	£4.8	£0.0	£75.0	
Jempson's Supermarket, Station Approach, Rye	£0.0	£0.4	£0.0	£0.0	£7.1	£0.3	£0.0	£0.0	£0.1	£7.9	
Other stores, Rye	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£2.2	
Sub-total: Rye Town Centre	£0.0	£0.4	£0.0	£0.0	£9.3	£0.3	£0.0	£0.0	£0.1	£10.1	
Co-op, High Street, Battle	£0.0	£0.8	£0.0	£2.6	£0.5	£0.0	£1.7	£0.7	£0.0	£6.3	
Jempson's Local, Market Road, Battle	£0.0	£2.0	£0.0	£4.5	£0.5	£0.0	£1.1	£0.3	£0.0	£8.4	
Tesco Express (Esso), Battle Hill, Battle	£0.0	£0.6	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	
Other stores, Battle	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3	£0.0	£1.0	
Sub-total: Battle Town Centre	£0.0	£3.5	£0.0	£9.5	£1.0	£0.0	£3.1	£1.3	£0.0	£18.3	
Little Common District Centre	£1.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	
Sidley District Centre (including Lidl, Ninfield Road)	£3.2	£12.4	£0.0	£0.9	£0.0	£0.5	£0.1	£0.0	£0.0	£17.1	
Fairlight	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7	
Northiam	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	
Peasmarsh (including Jempson's Superstore)	£0.0	£0.0	£0.1	£0.2	£3.9	£0.0	£0.0	£0.2	£0.1	£4.5	
Robertsbridge	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	
Westfield	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	
Winchelsea Beach	£0.0	£0.0	£0.0	£0.0	£0.5	£1.0	£0.0	£0.0	£0.0	£1.5	
Other villages and local stores	£2.1	£3.1	£3.9	£0.9	£0.5	£0.0	£0.0	£0.0	£0.0	£10.5	
Sub-total: District Centres and Villages	£2.1	£3.1	£4.0	£3.4	£5.2	£1.8	£0.0	£0.2	£0.1	£20.0	
Sub-total: Ravenside Retail Park	£15.0	£22.5	£0.7	£1.7	£0.1	£0.5	£4.5	£6.6	£0.0	£51.7	
ROTHER DISTRICT (RETENTION)	£47.4	£80.4	£4.7	£16.6	£16.1	£3.6	£14.8	£12.9	£0.2	£196.7	
Ashford	£0.0	£0.0	£0.0	£0.0	£2.2	£0.1	£0.0	£0.0	£7.2	£9.6	
Eastbourne	£1.0	£2.2	£0.3	£0.5	£0.0	£0.0	£0.0	£0.1	£0.0	£4.2	
Hastings	£3.4	£9.7	£0.6	£10.4	£18.9	£12.8	£92.2	£31.2	£0.2	£179.4	
Hawkhurst	£0.0	£0.0	£8.7	£3.3	£2.1	£0.3	£0.0	£0.0	£0.0	£14.4	
Heathfield	£0.6	£0.0	£6.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9	
Lydd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0	
New Romney	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.0	£5.1	
St Leonard	£1.0	£2.8	£1.4	£10.5	£8.3	£5.7	£53.4	£31.6	£0.0	£114.7	
Tenterden	£0.0	£0.0	£0.1	£0.0	£6.3	£0.1	£0.0	£0.2	£0.2	£7.0	
Tunbridge	£0.0	£0.0	£4.7	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5	
Other	£0.1	£0.7	£2.6	£1.0	£0.8	£0.9	£1.6	£0.4	£2.9	£11.0	
Outside District	£6.1	£15.4	£24.7	£26.7	£38.8	£20.0	£147.2	£63.5	£17.5	£359.9	
TOTAL MARKET SHARE	£53.5	£95.8	£29.4	£43.3	£54.9	£23.6	£162.0	£76.4	£17.7	£556.6	

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Total Available Spend (excluding SFT):		£54.7	£97.0	£30.2	£44.3	£55.3	£23.8	£160.6	£76.0	£17.9	£559.8
Aldi, London Road, Bexhill-on-Sea		£11.0	£20.0	£0.0	£1.2	£0.1	£0.3	£4.3	£4.3	£0.0	£41.3
Co-op, Devonshire Road, Bexhill-on-Sea		£4.4	£1.9	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£7.0
Iceland, Devonshire Road, Bexhill-on-Sea		£2.7	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea		£6.4	£10.1	£0.0	£0.0	£0.5	£0.1	£1.6	£0.1	£0.0	£18.8
Jempson's Local, Western Road, Bexhill-on-Sea		£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3
Other stores, Bexhill		£1.4	£1.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£3.6
Sub-total: Bexhill Town Centre		£26.0	£35.9	£0.0	£1.2	£0.6	£0.4	£7.0	£4.8	£0.0	£75.9
Jempson's Supermarket, Station Approach, Rye		£0.0	£0.4	£0.0	£0.0	£7.2	£0.3	£0.0	£0.0	£0.1	£7.9
Other stores, Rye		£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£2.3
Sub-total: Rye Town Centre		£0.0	£0.4	£0.0	£0.0	£9.4	£0.3	£0.0	£0.0	£0.1	£10.2
Co-op, High Street, Battle		£0.0	£0.8	£0.0	£2.7	£0.5	£0.0	£1.6	£0.7	£0.0	£6.4
Jempson's Local, Market Road, Battle		£0.0	£2.0	£0.0	£4.6	£0.5	£0.0	£1.1	£0.3	£0.0	£8.5
Tesco Express (Esso), Battle Hill, Battle		£0.0	£0.6	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Other stores, Battle		£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3	£0.0	£1.0
Sub-total: Battle Town Centre		£0.0	£3.5	£0.0	£9.7	£1.0	£0.0	£3.1	£1.3	£0.0	£18.5
Little Common District Centre		£1.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7
Sidley District Centre (including Lidl, Ninfield Road)		£3.2	£12.6	£0.0	£0.9	£0.0	£0.5	£0.1	£0.0	£0.0	£17.3
Fairlight		£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7
Northiam		£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3
Peasmarsh (including Jempson's Superstore)		£0.0	£0.0	£0.1	£0.2	£3.9	£0.0	£0.0	£0.2	£0.1	£4.6
Robertsbridge		£0.0	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Westfield		£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
Winchelsea Beach		£0.0	£0.0	£0.0	£0.0	£0.5	£1.0	£0.0	£0.0	£0.0	£1.5
Other villages and local stores		£2.2	£3.1	£4.0	£0.9	£0.5	£0.0	£0.0	£0.0	£0.0	£10.7
Sub-total: District Centres and Villages		£2.2	£3.1	£4.2	£3.5	£5.2	£1.9	£0.0	£0.2	£0.1	£20.3
Sub-total: Ravenside Retail Park		£15.4	£22.8	£0.7	£1.7	£0.1	£0.5	£4.5	£6.6	£0.0	£52.3
ROTHER DISTRICT (RETENTION)		£48.5	£81.4	£4.9	£17.0	£16.2	£3.6	£14.7	£12.8	£0.2	£199.2
Ashford		£0.0	£0.0	£0.0	£0.0	£2.3	£0.2	£0.0	£0.0	£7.3	£9.7
Eastbourne		£1.0	£2.2	£0.3	£0.6	£0.0	£0.0	£0.0	£0.1	£0.0	£4.2
Hastings		£3.5	£9.9	£0.7	£10.7	£19.1	£12.9	£91.4	£31.0	£0.2	£179.2
Hawkhurst		£0.0	£0.0	£9.0	£3.4	£2.1	£0.3	£0.0	£0.0	£0.0	£14.8
Heathfield		£0.6	£0.0	£6.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1
Lydd		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0
New Romney		£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.1	£5.2
St Leonard		£1.0	£2.8	£1.4	£10.7	£8.4	£5.8	£52.9	£31.5	£0.0	£114.5
Tenterden		£0.0	£0.0	£0.1	£0.0	£6.4	£0.1	£0.0	£0.2	£0.2	£7.1
Tunbridge		£0.0	£0.0	£4.8	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£5.6
Other		£0.1	£0.7	£2.7	£1.0	£0.9	£0.9	£1.5	£0.4	£2.9	£11.2
Outside District		£6.2	£15.6	£25.4	£27.3	£39.1	£20.2	£145.9	£63.2	£17.7	£360.6
TOTAL MARKET SHARE		£54.7	£97.0	£30.2	£44.3	£55.3	£23.8	£160.6	£76.0	£17.9	£559.8

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Total Available Spend (excluding SFT):		£55.4	£97.7	£31.0	£45.3	£55.5	£23.8	£159.7	£75.6	£18.1	£562.2
Aldi, London Road, Bexhill-on-Sea		£11.1	£20.2	£0.0	£1.3	£0.1	£0.3	£4.3	£4.3	£0.0	£41.6
Co-op, Devonshire Road, Bexhill-on-Sea		£4.4	£1.9	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£7.1
Iceland, Devonshire Road, Bexhill-on-Sea		£2.7	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea		£6.5	£10.2	£0.0	£0.0	£0.5	£0.1	£1.6	£0.1	£0.0	£19.0
Jempson's Local, Western Road, Bexhill-on-Sea		£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3
Other stores, Bexhill		£1.5	£1.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£3.6
Sub-total: Bexhill Town Centre		£26.4	£36.1	£0.0	£1.3	£0.6	£0.4	£7.0	£4.7	£0.0	£76.5
Jempson's Supermarket, Station Approach, Rye		£0.0	£0.4	£0.0	£0.0	£7.2	£0.3	£0.0	£0.0	£0.1	£8.0
Other stores, Rye		£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£2.3
Sub-total: Rye Town Centre		£0.0	£0.4	£0.0	£0.0	£9.4	£0.3	£0.0	£0.0	£0.1	£10.2
Co-op, High Street, Battle		£0.0	£0.8	£0.0	£2.8	£0.5	£0.0	£1.6	£0.7	£0.0	£6.4
Jempson's Local, Market Road, Battle		£0.0	£2.0	£0.0	£4.7	£0.5	£0.0	£1.1	£0.3	£0.0	£8.6
Tesco Express (Esso), Battle Hill, Battle		£0.0	£0.6	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Other stores, Battle		£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3	£0.0	£1.0
Sub-total: Battle Town Centre		£0.0	£3.5	£0.0	£9.9	£1.0	£0.0	£3.0	£1.3	£0.0	£18.7
Little Common District Centre		£1.7	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7
Sidley District Centre (including Lidl, Ninfield Road)		£3.3	£12.7	£0.0	£0.9	£0.0	£0.5	£0.1	£0.0	£0.0	£17.5
Fairlight		£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7
Northiam		£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3
Peasmarsh (including Jempson's Superstore)		£0.0	£0.0	£0.1	£0.2	£3.9	£0.0	£0.0	£0.2	£0.1	£4.6
Robertsbridge		£0.0	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Westfield		£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
Winchelsea Beach		£0.0	£0.0	£0.0	£0.0	£0.5	£1.0	£0.0	£0.0	£0.0	£1.5
Other villages and local stores		£2.2	£3.2	£4.1	£0.9	£0.5	£0.0	£0.0	£0.0	£0.0	£10.9
Sub-total: District Centres and Villages		£2.2	£3.2	£4.3	£3.5	£5.2	£1.9	£0.0	£0.2	£0.1	£20.6
Sub-total: Ravenside Retail Park		£15.6	£23.0	£0.7	£1.8	£0.1	£0.5	£4.5	£6.5	£0.0	£52.6
ROTHER DISTRICT (RETENTION)		£49.1	£81.9	£5.0	£17.4	£16.3	£3.6	£14.6	£12.8	£0.2	£200.8
Ashford		£0.0	£0.0	£0.0	£0.0	£2.3	£0.2	£0.0	£0.0	£7.4	£9.8
Eastbourne		£1.0	£2.3	£0.3	£0.6	£0.0	£0.0	£0.0	£0.1	£0.0	£4.3
Hastings		£3.5	£9.9	£0.7	£10.9	£19.1	£13.0	£90.9	£30.8	£0.2	£179.0
Hawkhurst		£0.0	£0.0	£9.2	£3.5	£2.1	£0.3	£0.0	£0.0	£0.0	£15.1
Heathfield		£0.7	£0.0	£6.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3
Lydd		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2.1
New Romney		£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.1	£5.2
St Leonard		£1.0	£2.8	£1.5	£11.0	£8.4	£5.8	£52.6	£31.3	£0.0	£114.4
Tenterden		£0.0	£0.0	£0.1	£0.0	£6.4	£0.1	£0.0	£0.2	£0.3	£7.1
Tunbridge		£0.0	£0.0	£4.9	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8
Other		£0.1	£0.7	£2.8	£1.1	£0.9	£0.9	£1.5	£0.4	£2.9	£11.3
Outside District		£6.3	£15.7	£26.0	£27.9	£39.3	£20.2	£145.0	£62.9	£17.9	£361.3
TOTAL MARKET SHARE		£55.4	£97.7	£31.0	£45.3	£55.5	£23.8	£159.7	£75.6	£18.1	£562.2

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: 2042 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Total Available Spend (excluding SFT):	£55.6	£97.7	£31.3	£45.6	£55.5	£23.8	£159.3	£75.5	£18.2	£562.5
Aldi, London Road, Bexhill-on-Sea	£11.2	£20.2	£0.0	£1.3	£0.1	£0.3	£4.3	£4.3	£0.0	£41.6
Co-op, Devonshire Road, Bexhill-on-Sea	£4.4	£1.9	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£7.1
Iceland, Devonshire Road, Bexhill-on-Sea	£2.7	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£6.5	£10.2	£0.0	£0.0	£0.5	£0.1	£1.6	£0.1	£0.0	£19.0
Jempson's Local, Western Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3
Other stores, Bexhill	£1.5	£1.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£3.7
Sub-total: Bexhill Town Centre	£26.5	£36.2	£0.0	£1.3	£0.6	£0.4	£7.0	£4.7	£0.0	£76.6
Jempson's Supermarket, Station Approach, Rye	£0.0	£0.4	£0.0	£0.0	£7.2	£0.3	£0.0	£0.0	£0.1	£8.0
Other stores, Rye	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£2.3
Sub-total: Rye Town Centre	£0.0	£0.4	£0.0	£0.0	£9.4	£0.3	£0.0	£0.0	£0.1	£10.2
Co-op, High Street, Battle	£0.0	£0.8	£0.0	£2.8	£0.5	£0.0	£1.6	£0.7	£0.0	£6.4
Jempson's Local, Market Road, Battle	£0.0	£2.0	£0.0	£4.8	£0.5	£0.0	£1.1	£0.3	£0.0	£8.7
Tesco Express (Esso), Battle Hill, Battle	£0.0	£0.6	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Other stores, Battle	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3	£0.0	£1.0
Sub-total: Battle Town Centre	£0.0	£3.6	£0.0	£10.0	£1.0	£0.0	£3.0	£1.3	£0.0	£18.8
Little Common District Centre	£1.7	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7
Sidley District Centre (including Lidl, Ninfield Road)	£3.3	£12.7	£0.0	£0.9	£0.0	£0.5	£0.1	£0.0	£0.0	£17.5
Fairlight	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7
Northiam	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3
Peasmarsh (including Jempson's Superstore)	£0.0	£0.0	£0.1	£0.2	£3.9	£0.0	£0.0	£0.2	£0.1	£4.6
Robertsbridge	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Westfield	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
Winchelsea Beach	£0.0	£0.0	£0.0	£0.0	£0.5	£1.0	£0.0	£0.0	£0.0	£1.5
Other villages and local stores	£2.2	£3.2	£4.2	£0.9	£0.5	£0.0	£0.0	£0.0	£0.0	£10.9
Sub-total: District Centres and Villages	£2.2	£3.2	£4.3	£3.6	£5.2	£1.9	£0.0	£0.2	£0.1	£20.6
Sub-total: Ravenside Retail Park	£15.6	£23.0	£0.7	£1.8	£0.1	£0.5	£4.5	£6.5	£0.0	£52.7
ROTHER DISTRICT (RETENTION)	£49.3	£82.0	£5.0	£17.5	£16.2	£3.6	£14.6	£12.8	£0.2	£201.2
Ashford	£0.0	£0.0	£0.0	£0.0	£2.3	£0.2	£0.0	£0.0	£7.4	£9.8
Eastbourne	£1.0	£2.3	£0.3	£0.6	£0.0	£0.0	£0.0	£0.1	£0.0	£4.3
Hastings	£3.5	£9.9	£0.7	£11.0	£19.1	£13.0	£90.6	£30.8	£0.2	£178.8
Hawkhurst	£0.0	£0.0	£9.3	£3.5	£2.1	£0.3	£0.0	£0.0	£0.0	£15.2
Heathfield	£0.7	£0.0	£6.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£7.4
Lydd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2.1
New Romney	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.1	£5.2
St Leonard	£1.0	£2.8	£1.5	£11.1	£8.4	£5.8	£52.5	£31.3	£0.0	£114.4
Tenterden	£0.0	£0.0	£0.1	£0.0	£6.4	£0.1	£0.0	£0.2	£0.3	£7.1
Tunbridge	£0.0	£0.0	£5.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8
Other	£0.1	£0.7	£2.8	£1.1	£0.9	£0.9	£1.5	£0.4	£2.9	£11.3
Outside District	£6.3	£15.7	£26.3	£28.1	£39.2	£20.2	£144.7	£62.8	£18.0	£361.4
TOTAL MARKET SHARE	£55.6	£97.7	£31.3	£45.6	£55.5	£23.8	£159.3	£75.5	£18.2	£562.5

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX 6 UPDATED COMPARISON GOODS TURNOVER ANALYSIS (EXCL SFT)

TABLE 1: ALL COMPARISON GOODS - MARKET SHARE 2022 (%)

Zones:	1	2	3	4	5	6	7	8	9	Total Study Area
Bexhill Town Centre	24.4%	19.6%	0.5%	1.7%	0.5%	0.7%	1.5%	1.0%	0.0%	6.9%
Rye Town Centre	0.0%	0.0%	0.1%	0.0%	24.2%	1.0%	1.9%	0.1%	1.2%	2.7%
Battle Town Centre	0.2%	2.1%	0.2%	10.9%	0.5%	0.3%	0.1%	1.0%	0.0%	1.5%
Little Common District Centre	0.3%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Sidley District Centre	0.6%	1.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.3%
Villages	1.5%	0.2%	8.0%	5.0%	2.8%	2.0%	0.5%	0.1%	0.0%	1.5%
Ravenside Retail Park	46.9%	36.6%	2.1%	23.4%	8.8%	21.0%	19.8%	22.8%	0.3%	23.9%
Other Out of Centre	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.2%
ROTHER DISTRICT	73.8%	61.9%	11.0%	41.0%	36.8%	25.1%	23.7%	25.7%	1.5%	37.3%
Ashford	0.0%	0.1%	0.6%	0.9%	17.1%	2.2%	0.9%	0.3%	54.8%	3.5%
Eastbourne Town Centre	7.2%	8.4%	3.2%	1.5%	1.1%	1.5%	3.0%	3.5%	0.0%	4.0%
Eastbourne Local	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastbourne Out of Centre	7.0%	10.4%	3.3%	1.1%	0.9%	1.9%	2.7%	2.0%	0.0%	4.1%
Hastings Town Centre	5.3%	8.4%	1.7%	14.2%	20.3%	27.2%	37.2%	19.7%	0.5%	19.8%
Hastings Local Stores	0.0%	0.0%	0.0%	0.7%	1.2%	5.7%	4.0%	0.8%	0.0%	1.7%
Hastings Out of Centre	3.9%	4.7%	3.1%	14.9%	5.6%	12.9%	10.6%	19.7%	0.0%	9.3%
Hawkhurst	0.0%	0.0%	4.8%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Heathfield	0.0%	0.0%	10.7%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.6%
Lydd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	0.4%
St Leonards Town Centre	1.0%	2.0%	1.2%	8.2%	8.2%	16.1%	14.0%	21.5%	0.0%	9.5%
St Leonards Out of Centre	0.2%	0.3%	0.3%	1.3%	0.1%	0.8%	1.0%	1.1%	0.0%	0.7%
Tenterden	0.0%	0.1%	0.5%	0.5%	2.5%	1.8%	0.1%	0.6%	1.0%	0.5%
Tunbridge Wells	0.2%	0.7%	43.7%	9.7%	2.6%	2.2%	0.9%	0.8%	0.0%	4.0%
Other	1.1%	3.1%	15.8%	4.0%	3.7%	2.7%	2.1%	4.1%	29.7%	4.3%
Sub-total: Outside of Rother District	26.2%	38.1%	89.0%	59.0%	63.2%	74.9%	76.3%	74.3%	98.5%	62.7%
TOTAL MARKET SHARE EXCL SFT	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	Total Study Area
	£54.0	£97.8	£32.4	£47.0	£55.5	£24.4	£167.7	£79.9	£17.2	£575.9
Bexhill Town Centre	£13.2	£19.2	£0.2	£0.8	£0.3	£0.2	£2.5	£0.8	£0.0	£37.1
Rye Town Centre	£0.0	£0.0	£0.0	£0.0	£13.4	£0.2	£3.1	£0.1	£0.2	£17.1
Battle Town Centre	£0.1	£2.0	£0.1	£5.1	£0.3	£0.1	£0.1	£0.8	£0.0	£8.6
Little Common District Centre	£0.1	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Sidley District Centre	£0.3	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.4
Villages	£0.8	£0.2	£2.6	£2.3	£1.5	£0.5	£0.8	£0.1	£0.0	£8.9
Ravenside Retail Park	£25.4	£35.8	£0.7	£11.0	£4.9	£5.1	£33.1	£18.3	£0.1	£134.3
Other Out of Centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.0
ROTHER DISTRICT	£39.9	£60.5	£3.6	£19.3	£20.4	£6.1	£39.7	£20.6	£0.3	£120.3
Ashford	£0.0	£0.1	£0.2	£0.4	£9.5	£0.5	£1.5	£0.3	£9.4	£21.9
Eastbourne Town Centre	£3.9	£8.2	£1.0	£0.7	£0.6	£0.4	£5.0	£2.8	£0.0	£22.5
Eastbourne Local	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Eastbourne Out of Centre	£3.8	£10.2	£1.1	£0.5	£0.5	£0.5	£4.5	£1.6	£0.0	£22.6
Hastings Town Centre	£2.9	£8.2	£0.5	£6.7	£11.3	£6.6	£62.3	£15.7	£0.1	£114.3
Hastings Local Stores	£0.0	£0.0	£0.0	£0.3	£0.7	£1.4	£6.6	£0.7	£0.0	£9.7
Hastings Out of Centre	£2.1	£4.6	£1.0	£7.0	£3.1	£3.2	£17.8	£15.8	£0.0	£54.5
Hawkhurst	£0.0	£0.0	£1.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
Heathfield	£0.0	£0.0	£3.5	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£3.8
Lydd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2.1
St Leonards Town Centre	£0.6	£1.9	£0.4	£3.9	£4.5	£3.9	£23.5	£17.2	£0.0	£55.9
St Leonards Out of Centre	£0.1	£0.3	£0.1	£0.6	£0.1	£0.2	£1.6	£0.8	£0.0	£3.9
Tenterden	£0.0	£0.1	£0.2	£0.2	£1.4	£0.4	£0.1	£0.5	£0.2	£3.1
Tunbridge Wells	£0.1	£0.6	£14.2	£4.6	£1.5	£0.5	£1.5	£0.6	£0.0	£23.6
Other	£0.6	£3.0	£5.1	£1.9	£2.0	£0.7	£3.5	£3.3	£5.1	£25.3
Sub-total: Outside of Rother District	£14.1	£37.3	£28.9	£27.7	£35.1	£18.3	£128.0	£59.3	£16.9	£365.6
TOTAL MARKET SHARE EXCL SFT	£54.0	£97.8	£32.4	£47.0	£55.5	£24.4	£167.7	£79.9	£17.2	£575.9

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	Total Study Area
	£60.9	£109.5	£36.7	£53.2	£62.2	£27.2	£181.3	£86.4	£19.0	£636.2
Bexhill Town Centre	£14.8	£21.5	£0.2	£0.9	£0.3	£0.2	£2.7	£0.8	£0.0	£41.5
Rye Town Centre	£0.0	£0.0	£0.0	£0.0	£15.1	£0.3	£3.4	£0.1	£0.2	£19.0
Battle Town Centre	£0.1	£2.3	£0.1	£5.8	£0.3	£0.1	£0.1	£0.9	£0.0	£9.6
Little Common District Centre	£0.2	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Sidley District Centre	£0.3	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.6
Villages	£0.9	£0.2	£2.9	£2.6	£1.7	£0.5	£0.9	£0.1	£0.0	£10.0
Ravenside Retail Park	£28.6	£40.1	£0.8	£12.4	£5.5	£5.7	£35.8	£19.7	£0.1	£148.7
Other Out of Centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.1
ROTHER DISTRICT	£45.0	£67.7	£4.0	£21.8	£22.9	£6.8	£42.9	£22.2	£0.3	£233.6
Ashford	£0.0	£0.1	£0.2	£0.5	£10.6	£0.6	£1.6	£0.3	£10.4	£24.3
Eastbourne Town Centre	£4.4	£9.1	£1.2	£0.8	£0.7	£0.4	£5.5	£3.0	£0.0	£25.0
Eastbourne Local	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Eastbourne Out of Centre	£4.2	£11.4	£1.2	£0.6	£0.5	£0.5	£4.9	£1.8	£0.0	£25.1
Hastings Town Centre	£3.2	£9.2	£0.6	£7.5	£12.6	£7.4	£67.4	£17.0	£0.1	£125.0
Hastings Local Stores	£0.0	£0.0	£0.0	£0.4	£0.7	£1.5	£7.2	£0.7	£0.0	£10.6
Hastings Out of Centre	£2.4	£5.2	£1.2	£7.9	£3.5	£3.5	£19.2	£17.0	£0.0	£59.8
Hawkhurst	£0.0	£0.0	£1.8	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Heathfield	£0.0	£0.0	£3.9	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£4.3
Lydd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£2.4
St Leonards Town Centre	£0.6	£2.2	£0.5	£4.4	£5.1	£4.4	£25.4	£18.5	£0.0	£61.1
St Leonards Out of Centre	£0.1	£0.4	£0.1	£0.7	£0.1	£0.2	£1.7	£0.9	£0.0	£4.3
Tenterden	£0.0	£0.1	£0.2	£0.3	£1.5	£0.5	£0.1	£0.5	£0.2	£3.4
Tunbridge Wells	£0.1	£0.7	£16.0	£5.2	£1.6	£0.6	£1.6	£0.7	£0.0	£26.6
Other	£0.6	£3.4	£5.8	£2.1	£2.3	£0.7	£3.8	£3.6	£5.6	£28.0
Sub-total: Outside of Rother District	£15.9	£41.8	£32.6	£31.4	£39.4	£20.3	£138.4	£64.1	£18.7	£402.6
TOTAL MARKET SHARE EXCL SFT	£60.9	£109.5	£36.7	£53.2	£62.2	£27.2	£181.3	£86.4	£19.0	£636.2

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	Total Study Area
	£70.0	£124.6	£42.4	£61.1	£70.5	£30.8	£202.1	£96.5	£21.6	£719.7
Bexhill Town Centre	£17.0	£24.5	£0.2	£1.1	£0.3	£0.2	£3.0	£0.9	£0.0	£47.3
Rye Town Centre	£0.0	£0.0	£0.1	£0.0	£17.1	£0.3	£3.7	£0.1	£0.3	£21.5
Battle Town Centre	£0.1	£2.6	£0.1	£6.6	£0.4	£0.1	£0.1	£1.0	£0.0	£11.0
Little Common District Centre	£0.2	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Sidley District Centre	£0.4	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.8
Villages	£1.1	£0.3	£3.4	£3.0	£2.0	£0.6	£1.0	£0.1	£0.0	£11.5
Ravenside Retail Park	£32.8	£45.7	£0.9	£14.3	£6.2	£6.5	£39.9	£22.0	£0.1	£168.5
Other Out of Centre	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£1.3
ROTHER DISTRICT	£51.7	£77.1	£4.7	£25.0	£25.9	£7.7	£47.8	£24.9	£0.3	£265.2
Ashford	£0.0	£0.1	£0.3	£0.5	£12.1	£0.7	£1.8	£0.3	£11.8	£27.6
Eastbourne Town Centre	£5.0	£10.4	£1.4	£0.9	£0.7	£0.5	£6.1	£3.3	£0.0	£28.3
Eastbourne Local	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Eastbourne Out of Centre	£4.9	£12.9	£1.4	£0.7	£0.6	£0.6	£5.4	£2.0	£0.0	£28.5
Hastings Town Centre	£3.7	£10.4	£0.7	£8.7	£14.3	£8.4	£75.1	£19.0	£0.1	£140.4
Hastings Local Stores	£0.0	£0.0	£0.0	£0.4	£0.8	£1.8	£8.0	£0.8	£0.0	£11.8
Hastings Out of Centre	£2.7	£5.9	£1.3	£9.1	£4.0	£4.0	£21.4	£19.0	£0.0	£67.4
Hawkhurst	£0.0	£0.0	£2.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
Heathfield	£0.0	£0.0	£4.5	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£5.0
Lydd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£2.7
St Leonards Town Centre	£0.7	£2.5	£0.5	£5.0	£5.8	£4.9	£28.3	£20.7	£0.0	£68.6
St Leonards Out of Centre	£0.2	£0.4	£0.1	£0.8	£0.1	£0.2	£1.9	£1.0	£0.0	£4.8
Tenterden	£0.0	£0.1	£0.2	£0.3	£1.7	£0.5	£0.1	£0.6	£0.2	£3.9
Tunbridge Wells	£0.1	£0.8	£18.5	£5.9	£1.9	£0.7	£1.8	£0.8	£0.0	£30.5
Other	£0.7	£3.9	£6.7	£2.4	£2.6	£0.8	£4.3	£4.0	£6.4	£31.9
Sub-total: Outside of Rother District	£18.3	£47.5	£37.8	£36.1	£44.6	£23.1	£154.2	£71.7	£21.3	£454.5
TOTAL MARKET SHARE EXCL SFT	£70.0	£124.6	£42.4	£61.1	£70.5	£30.8	£202.1	£96.5	£21.6	£719.7

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	Total Study Area
	£79.7	£141.1	£48.9	£70.2	£79.6	£34.7	£225.9	£108.0	£24.6	£812.8
Bexhill Town Centre	£19.4	£27.7	£0.3	£1.2	£0.4	£0.2	£3.4	£1.1	£0.0	£53.6
Rye Town Centre	£0.0	£0.0	£0.1	£0.0	£19.3	£0.3	£4.2	£0.1	£0.3	£24.3
Battle Town Centre	£0.1	£2.9	£0.1	£7.6	£0.4	£0.1	£0.1	£1.1	£0.0	£12.5
Little Common District Centre	£0.2	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Sidley District Centre	£0.4	£1.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£2.0
Villages	£1.2	£0.3	£3.9	£3.5	£2.2	£0.7	£1.1	£0.1	£0.0	£13.1
Ravenside Retail Park	£37.4	£51.7	£1.1	£16.4	£7.0	£7.3	£44.6	£24.7	£0.1	£190.3
Other Out of Centre	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£1.4
ROTHER DISTRICT	£58.8	£87.3	£5.4	£28.8	£29.3	£8.7	£53.5	£27.8	£0.4	£299.9
Ashford	£0.0	£0.2	£0.3	£0.6	£13.6	£0.8	£2.0	£0.4	£13.5	£31.3
Eastbourne Town Centre	£5.7	£11.8	£1.6	£1.0	£0.8	£0.5	£6.8	£3.7	£0.0	£32.0
Eastbourne Local	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Eastbourne Out of Centre	£5.6	£14.7	£1.6	£0.8	£0.7	£0.7	£6.1	£2.2	£0.0	£32.2
Hastings Town Centre	£4.2	£11.8	£0.8	£9.9	£16.2	£9.4	£84.0	£21.3	£0.1	£157.8
Hastings Local Stores	£0.0	£0.0	£0.0	£0.5	£0.9	£2.0	£8.9	£0.9	£0.0	£13.3
Hastings Out of Centre	£3.1	£6.7	£1.5	£10.4	£4.5	£4.5	£23.9	£21.3	£0.0	£75.9
Hawkhurst	£0.0	£0.0	£2.3	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3
Heathfield	£0.0	£0.0	£5.2	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£5.8
Lydd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£3.1
St Leonards Town Centre	£0.8	£2.8	£0.6	£5.8	£6.5	£5.6	£31.7	£23.2	£0.0	£77.0
St Leonards Out of Centre	£0.2	£0.5	£0.2	£0.9	£0.1	£0.3	£2.1	£1.1	£0.0	£5.4
Tenterden	£0.0	£0.1	£0.3	£0.4	£2.0	£0.6	£0.1	£0.7	£0.2	£4.4
Tunbridge Wells	£0.1	£0.9	£21.4	£6.8	£2.1	£0.8	£2.0	£0.9	£0.0	£35.0
Other	£0.8	£4.4	£7.7	£2.8	£2.9	£1.0	£4.8	£4.5	£7.3	£36.2
Sub-total: Outside of Rother District	£20.8	£53.8	£43.5	£41.5	£50.3	£26.0	£172.4	£80.2	£24.2	£512.9
TOTAL MARKET SHARE EXCL SFT	£79.7	£141.1	£48.9	£70.2	£79.6	£34.7	£225.9	£108.0	£24.6	£812.8

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: 2042 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	Total Study Area
	£83.7	£147.8	£51.7	£74.1	£83.2	£36.3	£235.9	£112.9	£25.8	£851.5
Bexhill Town Centre	£20.4	£29.0	£0.3	£1.3	£0.4	£0.3	£3.5	£1.1	£0.0	£56.2
Rye Town Centre	£0.0	£0.0	£0.1	£0.0	£20.1	£0.4	£4.4	£0.1	£0.3	£25.4
Battle Town Centre	£0.2	£3.1	£0.1	£8.1	£0.4	£0.1	£0.1	£1.1	£0.0	£13.2
Little Common District Centre	£0.2	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Sidley District Centre	£0.5	£1.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£2.1
Villages	£1.3	£0.3	£4.1	£3.7	£2.3	£0.7	£1.2	£0.1	£0.0	£13.8
Ravenside Retail Park	£39.3	£54.2	£1.1	£17.3	£7.3	£7.6	£46.6	£25.8	£0.1	£199.3
Other Out of Centre	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£1.5
ROTHER DISTRICT	£61.8	£91.4	£5.7	£30.4	£30.6	£9.1	£55.9	£29.1	£0.4	£314.3
Ashford	£0.0	£0.2	£0.3	£0.7	£14.2	£0.8	£2.1	£0.4	£14.2	£32.8
Eastbourne Town Centre	£6.0	£12.3	£1.6	£1.1	£0.9	£0.5	£7.1	£3.9	£0.0	£33.5
Eastbourne Local	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Eastbourne Out of Centre	£5.8	£15.3	£1.7	£0.8	£0.7	£0.7	£6.3	£2.3	£0.0	£33.8
Hastings Town Centre	£4.4	£12.4	£0.9	£10.5	£16.9	£9.9	£87.7	£22.2	£0.1	£165.0
Hastings Local Stores	£0.0	£0.0	£0.0	£0.5	£1.0	£2.1	£9.3	£1.0	£0.0	£13.9
Hastings Out of Centre	£3.2	£7.0	£1.6	£11.0	£4.7	£4.7	£25.0	£22.3	£0.0	£79.5
Hawkhurst	£0.0	£0.0	£2.5	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
Heathfield	£0.0	£0.0	£5.5	£0.5	£0.0	£0.0	£0.0	£0.1	£0.0	£6.1
Lydd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£3.2
St Leonards Town Centre	£0.9	£2.9	£0.6	£6.1	£6.8	£5.8	£33.1	£24.2	£0.0	£80.5
St Leonards Out of Centre	£0.2	£0.5	£0.2	£1.0	£0.1	£0.3	£2.2	£1.2	£0.0	£5.7
Tenterden	£0.0	£0.1	£0.3	£0.4	£2.1	£0.6	£0.1	£0.7	£0.3	£4.6
Tunbridge Wells	£0.2	£1.0	£22.6	£7.2	£2.2	£0.8	£2.1	£0.9	£0.0	£36.9
Other	£0.9	£4.6	£8.1	£3.0	£3.1	£1.0	£5.0	£4.7	£7.7	£38.0
Sub-total: Outside of Rother District	£21.9	£56.4	£46.0	£43.7	£52.6	£27.2	£180.0	£83.8	£25.4	£537.2
TOTAL MARKET SHARE EXCL SFT	£83.7	£147.8	£51.7	£74.1	£83.2	£36.3	£235.9	£112.9	£25.8	£851.5

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

APPENDIX 7 UPDATED RETAIL COMMITMENTS & NEW STORE OPENINGS ASSESSMENT

FORECAST TURNOVER OF COMMITTED RETAIL AND FOOD & BEVERAGE FLOORSPACE IN ROTHER DISTRICT - 2025 TO 2042
(i.e. with planning permission or under construction at the time of preparing the capacity assessment)

Committed scheme/site location		Location	Planning Ref	Town Centre Use	Gross Floorspace (sqm)	Net Sales (sqm)	Sales Density 2025 (£ per sqm)	Turnover (£m)				
								2025	2030	2035	2040	2042
1	47 London Road, Bexhill - conversion of office floorspace into retail showroom.	Bexhill Town Centre	RR/2016/1276/P	Comparison (Bulky) goods retail	450	315	£2,500					
1	Orchard Farm, London Road, Hurst Green - extension to farm shop.	Hurst Green	RR/2019/906/P	Convenience retail	256	179	£11,273	£2.02	£2.03	£2.04	£2.05	£2.05
2	North East Bexhill - outline consent for 2,000sqm of floorspace to support a local centre including retail, F&B, and community uses. Assume 500 sqm occupied for retail (excluding services).	New local centre	RR/2015/1760/P	Convenience retail	350	245	£11,273	£2.76	£2.77	£2.79	£2.80	£2.81
				Comparison retail	100	70	£6,000	£0.42	£0.47	£0.53	£0.60	£0.63
3	Aldi, Winchelsea Road, Rye	Out of Centre (Rye)	RR/2024/976/P	Convenience retail	1,863	1,490	£11,769	£17.54	£17.61	£17.70	£17.79	£17.82
				Comparison retail		373	£8,184	£3.05	£3.40	£3.84	£4.35	£4.57
Sub-Total Committed Convenience Goods Turnover:								£22.32	£22.41	£22.52	£22.64	£22.68
Sub-Total Committed Comparison Goods Turnover:								£3.47	£3.86	£4.37	£4.95	£5.20
TOTAL COMMITTED RETAIL TURNOVER								£25.8	£26.3	£26.9	£27.6	£27.9

General Notes:

Where the exact convenience floorspace has not been specified by planning permission, LSH estimated the likely figure.

Two of the commitments were identified in the 2020 Study. The Planter A1 scheme has been built out and will therefore be applied to the capacity assessment at the base year. The remaining consents are assessed on the basis that they will be built

Notes on permitted schemes:

- 1) Planter A1 (formerly Orchard Farm), London Road, Hurst Green - planning permission was granted to extend an existing farm shop by 256 sqm gross. The applied sales density is for convenience and assumes a reasonably strong rate of turnover for farm shop goods that are typically higher in value compared to general convenience stores. The scheme was built out in 2021
- 2) North East Bexhill - urban extension for a new residential settlement comprising circa 1,000 homes and a new local centre. The local centre includes 2,100 sqm gross of accommodation for retail, F&B and community uses. It is assumed that 350 sqm gross will support a small convenience store and 150 sqm gross will support ancillary comparison goods retailers. The shopping catchment for the residential community is unlikely to support a further increase in retail than what has been assessed.
- 3) Aldi, Winchelsea Road, Rye - planning consent granted in February 2026 for a 1,863 sqm gross foodstore. The net sales is estimated at 1,315 sqm. The retail assessment in support of the application was based on 80% of the net sales area dedicated for convenience goods sales and remainder for comparison goods sales. The applied average sales densities used in the table above are derived from GlobalData's 2025 dataset and include VAT.

APPENDIX 8 UPDATED CONVENIENCE GOODS CAPACITY ASSESSMENT

CONVENIENCE GOODS RETAIL CAPACITY FORECAST TABLES:

TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

	2025	2030	2035	2040	2042
Bexhill Town Centre	£74.0	£75.0	£75.9	£76.5	£76.6
Rye Town Centre	£9.9	£10.1	£10.2	£10.2	£10.2
Battle Town Centre	£18.0	£18.3	£18.5	£18.7	£18.8
Little Common District Centre	£4.5	£4.6	£4.7	£4.7	£4.7
Sidley District Centre (including Lidl, Ninfield Road)	£16.8	£17.1	£17.3	£17.5	£17.5
Fairlight	£0.7	£0.7	£0.7	£0.7	£0.7
Northiam	£0.3	£0.3	£0.3	£0.3	£0.3
Peasmarsh (including Jempson's Superstore)	£4.5	£4.5	£4.6	£4.6	£4.6
Robertsbridge	£2.3	£2.3	£2.4	£2.4	£2.5
Westfield	£0.2	£0.2	£0.2	£0.2	£0.2
Winchelsea Beach	£1.5	£1.5	£1.5	£1.5	£1.5
Other villages and local stores	£10.3	£10.5	£10.7	£10.9	£10.9
Edge and Out of Centre	£51.1	£51.7	£52.3	£52.6	£52.7
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:	£194.1	£196.7	£199.2	£200.8	£201.2

Notes:

Excludes SFT & 'Inflow' from outside Study Area
Assume constant market shares over forecast period.

TABLE 2a: ESTIMATION OF INFLOW FROM VISITOR EXPENDITURE

	Assumed Distribution of District Visitor Expenditure	2025	2030	2035	2040	2042
Bexhill Town Centre	25%	£0.86	£0.77	£0.77	£0.76	£0.76
Rye Town Centre	35%	£1.20	£1.08	£1.07	£1.06	£1.06
Battle Town Centre	10%	£0.34	£0.31	£0.31	£0.30	£0.30
Little Common District Centre	5%	£0.17	£0.15	£0.15	£0.15	£0.15
Sidley District Centre (including Lidl, Ninfield Road)	5%	£0.17	£0.15	£0.15	£0.15	£0.15
Villages and Local Shops	20%	£0.69	£0.62	£0.61	£0.61	£0.60
Out of Centre (incl Ravenside Retail Park)	0%	£0.00	£0.00	£0.00	£0.00	£0.00
TOTAL	100%	£3.44	£3.09	£3.06	£3.03	£3.02

Notes: See Section 6, Volume A Report

TABLE 2b: ESTIMATION OF EXPENDITURE INFLOW FROM OTHER SOURCES

	Assumed Inflow	2025	2030	2035	2040	2042
Bexhill Town Centre	3%	£2.29	£2.32	£2.35	£2.36	£2.37
Rye Town Centre	2%	£0.20	£0.21	£0.21	£0.21	£0.21
Battle Town Centre	2%	£0.37	£0.37	£0.38	£0.38	£0.38
Little Common District Centre	0%	£0.00	£0.00	£0.00	£0.00	£0.00
Sidley District Centre (including Lidl, Ninfield Road)	0%	£0.00	£0.00	£0.00	£0.00	£0.00
Villages and Local Shops	0%	£0.00	£0.00	£0.00	£0.00	£0.00
Out of Centre (incl Ravenside Retail Park)	5%	£0.01	£0.01	£0.01	£0.01	£0.01
TOTAL		£2.87	£2.91	£2.95	£2.97	£2.97

Notes: See Section 6, Volume A Report

TABLE 3: ALL CONVENIENCE GOODS - TOTAL TURNOVER ALLOWING FOR VISITOR EXPENDITURE

	2025	2030	2035	2040	2042
Bexhill Town Centre	£77.2	£78.0	£79.0	£79.6	£79.7
Rye Town Centre	£11.4	£11.4	£11.5	£11.5	£11.5
Battle Town Centre	£18.8	£19.0	£19.2	£19.4	£19.5
Little Common District Centre	£4.7	£4.8	£4.8	£4.9	£4.9
Sidley District Centre (including Lidl, Ninfield Road)	£17.0	£17.3	£17.5	£17.7	£17.7
Villages and Local Shops	£1.4	£1.3	£1.3	£1.3	£1.3
Edge and Out of Centre	£0.3	£0.3	£0.3	£0.3	£0.3
DISTRICT CONVENIENCE GOODS TURNOVER:	£130.6	£132.0	£133.6	£134.6	£134.8

Notes:

Includes 'Inflow' from outside Study Area
Assumes equilibrium at the base year (2022) and constant market shares

TABLE 4: COMMITTED CONVENIENCE GOODS FLOORSPEACE

	2030	2035	2040	2042
Bexhill	£2.1	£2.1	£2.1	£2.1
Rye	-	-	-	-
Battle	-	-	-	-
District Centres	-	-	-	-
Villages and Local Shops	-	-	-	-
Edge and Out of Centre	£2.7	£2.7	£2.7	£2.8
TOTAL COMMITTED CONVENIENCE GOODS TURNOVER	£4.8	£4.8	£4.8	£4.9

Source: Appendix B7

TABLE 5: ROTHER DISTRICT - CONVENIENCE GOODS CAPACITY

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£130.6	£132.0	£133.6	£134.6	£134.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£130.6	£131.1	£131.8	£132.5	£132.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.9	£1.8	£2.2	£2.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£22.4	£22.5	£22.6	£22.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£21.5	-£20.7	-£20.5	-£20.6
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,273	£11,319	£11,375	£11,432	£11,455
(ii) Net Floorspace Capacity (sq m):	-	-1,902	-1,820	-1,792	-1,799
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,717	-2,600	-2,560	-2,570

Notes:

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
- STEP 2: It has been assumed for the purpose of this assessment that the District's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (2022) and other research evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: It is assumed for the purpose of this assessment that all extant commitments will be opened and will have reached 'mature' trading conditions by 2030. For commitments identified in the 2023 Study and that are built out, the turnovers have been assessed against the base year (2025).
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, and Morrisons), supermarket (e.g. Co-op, Waitrose, Marks & Spencer, etc) and limited assortment discount (LAD) operators (e.g. Aldi and Lidl).

TABLE 6: BEXHILL TOWN CENTRE - CONVENIENCE GOODS CAPACITY

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£77.2	£78.0	£79.0	£79.6	£79.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£77.2	£77.5	£77.9	£78.3	£78.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.1	£1.3	£1.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.6	£1.1	£1.3	£1.3
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,273	£11,319	£11,375	£11,432	£11,455
(ii) Net Floorspace Capacity (sq m):	-	50	100	115	110
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		71	143	164	157

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 7: RYE TOWN CENTRE - CONVENIENCE GOODS CAPACITY

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£11.4	£11.4	£11.5	£11.5	£11.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£11.4	£11.4	£11.5	£11.5	£11.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,273	£11,319	£11,375	£11,432	£11,455
(ii) Net Floorspace Capacity (sq m):	-	1	3	0	-3
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		1	4	0	-5

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 8: BATTLE TOWN CENTRE - CONVENIENCE GOODS CAPACITY

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.8	£19.0	£19.2	£19.4	£19.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£18.8	£18.8	£18.9	£19.0	£19.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.3	£0.4	£0.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.1	£0.3	£0.4	£0.4
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,273	£11,319	£11,375	£11,432	£11,455
(ii) Net Floorspace Capacity (sq m):	-	11	23	34	36
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		16	33	48	52

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 9: LITTLE COMMON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.7	£4.8	£4.8	£4.9	£4.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£4.7	£4.7	£4.7	£4.8	£4.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.1	£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	£0.1	£0.1	£0.1
STEP 6: CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,273	£11,319	£11,375	£11,432	£11,455
(ii) Net Floorspace Capacity (sq m):	-	4	8	10	9
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		6	12	14	14

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 10: SIDLEY DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£17.0	£17.3	£17.5	£17.7	£17.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£17.0	£17.1	£17.1	£17.2	£17.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.4	£0.4	£0.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.2	£0.4	£0.4	£0.4
STEP 6: CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,273	£11,319	£11,375	£11,432	£11,455
(ii) Net Floorspace Capacity (sq m):	-	18	32	37	36
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		26	46	53	52

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 11: VILLAGES AND LOCAL SHOPS - COMBINED CONVENIENCE GOODS CAPACITY

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.4	£1.3	£1.3	£1.3	£1.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.4	£1.4	£1.4	£1.4	£1.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.1	-£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.1	-£0.1
STEP 6: CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,273	£11,319	£11,375	£11,432	£11,455
(ii) Net Floorspace Capacity (sq m):	-	-6	-6	-7	-8
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-8	-9	-11	-11

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 12: EDGE & OUT OF CENTRE - CONVENIENCE GOODS CAPACITY

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.3	£0.3	£0.3	£0.3	£0.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£0.3	£0.3	£0.3	£0.3	£0.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£22.4	£22.5	£22.6	£22.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£22.4	-£22.5	-£22.6	-£22.7
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,273	£11,319	£11,375	£11,432	£11,455
(ii) Net Floorspace Capacity (sq m):	-	-1,980	-1,980	-1,980	-1,980
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,828	-2,828	-2,828	-2,828

Notes:

Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 13: SUMMARY TABLE - CONVENIENCE GOODS FLOORSPACE CAPACITY (NET SQ M)

	2030	2035	2040	2042
Bexhill Town Centre	50	100	115	110
Rye Town Centre	1	3	0	-3
Battle Town Centre	11	23	34	36
Little Common District Centre	4	8	10	9
Sidley District Centre (including Lidl, Ninfield Road)	18	32	37	36
Villages and Local Shops	-6	-6	-7	-8
Edge and Out of Centre	-1,980	-1,980	-1,980	-1,980
Total Convenience Goods Floorspace Capacity	-1,902	-1,820	-1,792	-1,799

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

APPENDIX 9 UPDATED COMPARISON GOODS CAPACITY ASSESSMENT

COMPARISON GOODS RETAIL CAPACITY FORECAST TABLES:

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'Inflow' from outside Study Area

	2025	2030	2035	2040	2042
Bexhill Town Centre	£37.1	£41.5	£47.3	£53.6	£56.2
Rye Town Centre	£17.1	£19.0	£21.5	£24.3	£25.4
Battle Town Centre	£8.6	£9.6	£11.0	£12.5	£13.2
Little Common District Centre	£1.9	£2.1	£2.4	£2.7	£2.8
Sidley District Centre	£1.4	£1.6	£1.8	£2.0	£2.1
Villages	£8.9	£10.0	£11.5	£13.1	£13.8
Ravenside Retail Park	£134.3	£148.7	£168.5	£190.3	£199.3
Other Out of Centre	£1.0	£1.1	£1.3	£1.4	£1.5
TOTAL DISTRICT COMPARISON GOODS TURNOVER	£210.3	£233.6	£265.2	£299.9	£314.3

Notes: Assume constant market shares over forecast period.

TABLE 2a: ESTIMATION OF INFLOW FROM VISITOR EXPENDITURE

	Assumed Distribution of District Visitor Expenditure	2025	2030	2035	2040	2042
Bexhill Town Centre	35%	£3.70	£4.11	£4.66	£5.30	£5.58
Rye Town Centre	45%	£4.76	£5.28	£5.99	£6.81	£7.17
Battle Town Centre	10%	£1.06	£1.17	£1.33	£1.51	£1.59
Little Common District Centre	0%	£0.00	£0.00	£0.00	£0.00	£0.00
Sidley District Centre	0%	£0.00	£0.00	£0.00	£0.00	£0.00
Villages	10%	£1.06	£1.17	£1.33	£1.51	£1.59
Out of Centre (incl Ravenside Retail Park)	0%	£0.00	£0.00	£0.00	£0.00	£0.00
DISTRICT COMPARISON GOODS VISITOR EXPENDITURE/TURNOVER:	100%	£10.57	£11.73	£13.31	£15.13	£15.93

Notes: See Section 6, Volume A Report

TABLE 2b: ESTIMATION OF EXPENDITURE INFLOW FROM OTHER SOURCES

	Assume Inflow	2025	2030	2035	2040	2042
Bexhill Town Centre	3%	£1.15	£1.28	£1.46	£1.66	£1.74
Rye Town Centre	2%	£0.35	£0.39	£0.44	£0.50	£0.52
Battle Town Centre	2%	£0.17	£0.20	£0.22	£0.26	£0.27
Little Common District Centre	0%	£0.00	£0.00	£0.00	£0.00	£0.00
Sidley District Centre	0%	£0.00	£0.00	£0.00	£0.00	£0.00
Villages	0%	£0.00	£0.00	£0.00	£0.00	£0.00
Out of Centre (incl Ravenside Retail Park)	5%	£7.07	£7.83	£8.87	£10.01	£10.49
DISTRICT COMPARISON GOODS VISITOR EXPENDITURE/TURNOVER:		£8.74	£9.69	£10.99	£12.42	£13.02

Notes: See Section 6, Volume A Report

TABLE 3: ALL COMPARISON GOODS - TOTAL TURNOVER
Including 'Inflow' from outside Study Area

	2025	2030	2035	2040	2042
Bexhill Town Centre	£41.9	£46.9	£53.4	£60.6	£63.5
Rye Town Centre	£22.2	£24.7	£28.0	£31.6	£33.1
Battle Town Centre	£9.8	£11.0	£12.5	£14.3	£15.0
Little Common District Centre	£1.9	£2.1	£2.4	£2.7	£2.8
Sidley District Centre	£1.4	£1.6	£1.8	£2.0	£2.1
Villages	£10.0	£11.2	£12.8	£14.6	£15.4
Ravenside Retail Park	£141.4	£156.5	£177.3	£200.3	£209.8
DISTRICT COMPARISON GOODS TURNOVER:	£228.6	£253.9	£288.2	£326.1	£341.8

Notes: Assume constant market shares over forecast period.

TABLE 4: TURNOVER OF COMMITTED COMPARISON GOODS FLOORSPEACE

	2030	2035	2040	2042
Bexhill Town Centre	-	-	-	-
Rye Town Centre	-	-	-	-
Battle Town Centre	-	-	-	-
Little Common District Centre	-	-	-	-
Sidley District Centre	-	-	-	-
Villages and Local Shops	-	-	-	-
Out of Centre	£3.86	£4.37	£4.95	£5.20
TOTAL COMMITTED COMPARISON GOODS TURNOVER	£3.86	£4.37	£4.95	£5.20

Source: Appendix B7

TABLE 5: ROTHER DISTRICT - COMPARISON GOODS CAPACITY ASSESSMENT

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£228.6	£253.9	£288.2	£326.1	£341.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£228.6	£254.6	£288.0	£325.9	£342.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.6	£0.2	£0.2	-£0.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£3.9	£4.4	£4.9	£5.2
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£4.5	-£4.2	-£4.8	-£5.8
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,683	£7,561	£8,555	£8,988
(ii) Net Floorspace Capacity (sq m):	-	-674	-557	-558	-647
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-963	-796	-797	-924

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the District's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived January 2022) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on average sales performance of comparison goods retailers.

TABLE 6: BEXHILL TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£41.9	£46.9	£53.4	£60.6	£63.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£41.9	£46.7	£52.8	£59.8	£62.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.6	£0.8	£0.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.2	£0.6	£0.8	£0.8
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,683	£7,561	£8,555	£8,988
(ii) Net Floorspace Capacity (sq m):	-	27	80	97	86
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		39	115	139	122

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 7: RYE TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.2	£24.7	£28.0	£31.6	£33.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£22.2	£24.7	£28.0	£31.7	£33.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	-£0.1	-£0.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	£0.0	-£0.1	-£0.2
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,683	£7,561	£8,555	£8,988
(ii) Net Floorspace Capacity (sq m):	-	-4	-4	-13	-25
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-5	-6	-18	-35

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 8: BATTLE TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.8	£11.0	£12.5	£14.3	£15.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£9.8	£10.9	£12.3	£13.9	£14.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.1	£0.2	£0.3	£0.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.1	£0.2	£0.3	£0.4
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,683	£7,561	£8,555	£8,988
(ii) Net Floorspace Capacity (sq m):	-	11	27	40	42
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		16	38	57	61

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 9: LITTLE COMMON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.9	£2.1	£2.4	£2.7	£2.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.9	£2.1	£2.3	£2.6	£2.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,683	£7,561	£8,555	£8,988
(ii) Net Floorspace Capacity (sq m):	-	2	4	4	3
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	2	6	6	6	5

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 10: SIDLEY DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.4	£1.6	£1.8	£2.0	£2.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.4	£1.6	£1.8	£2.0	£2.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,683	£7,561	£8,555	£8,988
(ii) Net Floorspace Capacity (sq m):	-	1	3	3	2
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	1	4	4	4	3

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 11: VILLAGES AND LOCAL STORES - COMPARISON GOODS CAPACITY ASSESSMENT

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£10.0	£11.2	£12.8	£14.6	£15.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£10.0	£11.1	£12.6	£14.2	£15.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.1	£0.2	£0.4	£0.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	£0.1	£0.2	£0.4	£0.4	£0.4
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,683	£7,561	£8,555	£8,988
(ii) Net Floorspace Capacity (sq m):	-	11	29	42	45
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	16	41	61	61	64

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 12: OUT OF CENTRE (INCL RAVENSIDE RETAIL PARK) - COMPARISON GOODS CAPACITY

	2025	2030	2035	2040	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£141.4	£156.5	£177.3	£200.3	£209.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£141.4	£157.5	£178.2	£201.6	£211.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£1.0	-£0.9	-£1.3	-£2.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£3.86	£4.37	£4.95	£5.20
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-£4.8	-£5.3	-£6.3	-£7.2	-£7.2
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,683	£7,561	£8,555	£8,988
(ii) Net Floorspace Capacity (sq m):	-	-722	-695	-732	-801
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-1,032	-993	-1,046	-1,046	-1,144

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 13: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)

	2030	2035	2040	2042
Bexhill Town Centre	27	80	97	86
Rye Town Centre	-4	-4	-13	-25
Battle Town Centre	11	27	40	42
Little Common District Centre	2	4	4	3
Sidley District Centre	1	3	3	2
Villages	11	29	42	45
Out of Centre (incl Ravenside Retail Park)	-722	-695	-732	-801
Total Comparison Goods Floorspace Capacity:	-674	-557	-558	-647

Note: Assumes equilibrium at the base year (2022) and constant market shares

APPENDIX 10 UPDATED LEISURE EXPENDITURE ANALYSIS

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2022 - 2042)

		2022	2025	2030	2035	2040	2042
Zone 1	Bexhill East	18,357	18,505	19,309	20,011	20,558	20,775
Zone 2	Bexhill West	31,450	31,881	33,047	33,936	34,663	34,903
Zone 3	Rother North West	8,912	8,987	9,413	9,821	10,219	10,389
Zone 4	Battle	13,486	13,617	14,265	14,791	15,330	15,556
Zone 5	Rye	16,737	16,814	17,460	17,854	18,172	18,275
Zone 6	Westfield	7,405	7,441	7,678	7,859	7,987	8,030
Zone 7	Hastings	62,257	61,520	61,586	61,919	62,451	62,703
Zone 8	St Leonards	29,264	29,311	29,328	29,578	29,861	30,000
Zone 9	Lydd	6,377	6,132	6,263	6,432	6,606	6,670
Total Study Area:		194,245	194,208	198,349	202,201	205,847	207,301
Rother District:		94,162	94,953	98,805	101,891	104,501	104,986

Source: East Sussex County Council; Experian Business Strategies - Location Analyst 'Retail Area Planner Population & Expenditure Datasets'

Notes: Population projections (2022 to 2038) for Zones 1 to 6 take account of population projections for Rother District published by East Sussex County Council. Population projections for Zones 7 to 9 are derived from Experian and based on ONS 2022-based Sub-National Population Projections (released in June 2025).

TABLE 2: LEISURE EXPENDITURE PER HEAD (2024 prices)

		Hotels, B&Bs, etc	Culture	Games of chance	Personal Grooming	Recreation & sport	Restaurants, cafes etc	Total
Zone 1	Bexhill East	£270	£574	£135	£145	£298	£1,743	£3,165
Zone 2	Bexhill West	£345	£625	£137	£150	£343	£1,737	£3,337
Zone 3	Rother North West	£505	£675	£127	£173	£366	£1,994	£3,840
Zone 4	Battle	£460	£667	£132	£165	£369	£1,905	£3,698
Zone 5	Rye	£425	£656	£134	£146	£354	£1,793	£3,508
Zone 6	Westfield	£431	£655	£131	£148	£364	£1,779	£3,508
Zone 7	Hastings	£249	£548	£109	£117	£283	£1,642	£2,948
Zone 8	St Leonards	£246	£551	£112	£120	£288	£1,613	£2,930
Zone 9	Lydd	£323	£564	£106	£117	£292	£1,499	£2,901
Study Area Average:		£362	£613	£125	£142	£329	£1,745	£3,315
Rother District Average:		£386	£638	£135	£154	£347	£1,814	£3,474

Source: Experian Location Analyst 'Retail Planner Population & Expenditure Datasets' 2024 prices

TABLE 3: TOTAL AVAILABLE LEISURE EXPENDITURE - 2022 to 2039

		2025	2030	2035	2040	2042	Growth 2025-2035		Growth 2025-2042	
Zone 1	Bexhill East	£59.0	£64.5	£70.4	£76.0	£78.3	£11.4	19.3%	£19.4	32.8%
Zone 2	Bexhill West	£107.1	£116.4	£125.8	£135.1	£138.8	£18.7	17.5%	£31.6	29.5%
Zone 3	Rother North West	£34.8	£38.1	£41.9	£45.8	£47.5	£7.2	20.6%	£12.8	36.8%
Zone 4	Battle	£50.7	£55.7	£60.8	£66.2	£68.5	£10.1	19.9%	£17.8	35.2%
Zone 5	Rye	£59.4	£64.6	£69.6	£74.5	£76.4	£10.2	17.2%	£17.0	28.6%
Zone 6	Westfield	£26.3	£28.4	£30.6	£32.7	£33.6	£4.3	16.5%	£7.3	27.7%
Zone 7	Hastings	£182.6	£191.6	£202.8	£215.0	£220.2	£20.2	11.1%	£37.6	20.6%
Zone 8	St Leonards	£86.5	£90.7	£96.3	£102.2	£104.7	£9.8	11.4%	£18.2	21.1%
Zone 9	Lydd	£17.9	£19.2	£20.7	£22.4	£23.1	£2.8	15.8%	£5.1	28.7%
Total Study Area:		£624.3	£669.1	£719.0	£769.9	£791.1	£94.7	15.2%	£166.8	26.7%
Total Rother District:		£332.2	£362.2	£393.3	£424.0	£434.5	£61.2	18.4%	£102.4	30.8%

TABLE 4: STUDY AREA LEISURE EXPENDITURE GROWTH BY LEISURE CATEGORY - 2025 to 2042

	2025	2030	2035	2040	2042	Growth (£m):	
						2025-2035	2025-2042
Accommodation services (hotels, guesthouses, B&Bs)	£68.09	£73.0	£78.4	£84.0	£86.3	£10.3	£18.2
Cultural services (cinema, theatre, concerts, etc)	£115.4	£123.7	£132.9	£142.3	£146.2	£17.5	£30.8
Games of chance (bingo, casino, betting)	£23.5	£25.2	£27.1	£29.0	£29.8	£3.6	£6.3
Personal grooming (hairdressers, barbers, etc)	£26.8	£28.7	£30.9	£33.1	£34.0	£4.1	£7.2
Recreational and sporting services (gym, fitness, etc)	£61.9	£66.3	£71.3	£76.3	£78.4	£9.4	£16.5
Restaurants, cafes, bars, etc	£328.6	£352.2	£378.5	£405.3	£416.4	£49.9	£87.8
Total Study Area Leisure Expenditure:	£624.3	£669.1	£719.0	£769.9	£791.1	£94.7	£166.8

TABLE 5: TOTAL FORECAST AVAILABLE EXPENDITURE FOR FOOD & BEVERAGE BY ZONE - 2025 to 2042

		2025	2030	2035	2040	2042	Growth (£m)	
							2025-2035	2025-2042
Zone 1	Bexhill East	£32.5	£35.5	£38.8	£41.8	£43.1	£6.3	£10.7
Zone 2	Bexhill West	£55.8	£60.6	£65.5	£70.3	£72.2	£9.7	£16.5
Zone 3	Rother North West	£18.0	£19.8	£21.8	£23.8	£24.7	£3.7	£6.6
Zone 4	Battle	£26.1	£28.7	£31.3	£34.1	£35.3	£5.2	£9.2
Zone 5	Rye	£30.4	£33.0	£35.6	£38.1	£39.0	£5.2	£8.7
Zone 6	Westfield	£13.3	£14.4	£15.5	£16.6	£17.0	£2.2	£3.7
Zone 7	Hastings	£101.7	£106.7	£113.0	£119.8	£122.7	£11.3	£20.9
Zone 8	St Leonards	£47.6	£49.9	£53.0	£56.3	£57.7	£5.4	£10.0
Zone 9	Lydd	£9.3	£9.9	£10.7	£11.6	£11.9	£1.5	£2.7
Total Study Area:		£334.7	£358.5	£385.2	£412.3	£423.6	£50.5	£89.0
Total Rother District:		£173.5	£189.1	£205.4	£221.4	£226.9	£31.9	£53.4