

TAMWORTH TOWN CENTRE & RETAIL STUDY 2024 (VOLUME 2 — APPENDICES) FIRSTPLAN FOR TAMWORTH BOROUGH COUNCIL

04 FEBRUARY 2025

**TAMWORTH TOWN CENTRE & RETAIL STUDY 2024 (VOLUME 2 — APPENDICES)
FIRSTPLAN FOR TAMWORTH BOROUGH COUNCIL**

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Tamworth Borough Retail & Town Centre Study 2024
 Firstplan for Tamworth Borough Council
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Table CM1, Population projections

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total
	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons
2022 (Experian base)	17,393	23,543	33,255	10,168	40,226	25,430	64,665	48,161	262,841
2024 (Study base)	17,742	25,864	32,920	10,550	42,133	26,077	63,795	48,626	267,707
2029 (Interval year)	17,595	29,114	32,823	10,647	46,557	27,181	64,504	49,459	277,880
2034 (Interval year)	17,496	29,136	32,797	10,741	48,414	28,122	65,031	50,339	282,076
2040 (Interval year)	17,392	29,309	33,057	10,942	50,372	29,171	65,363	51,611	287,217
Population change (2024-34)	-246	3,272	-123	191	6,281	2,045	1,236	1,713	14,369
Population change (2024-40)	-350	3,445	137	392	8,239	3,094	1,568	2,985	19,510

Notes

denotes adjusted figures to reflect planned local housing growth in Tamworth urban area
 Please refer to main report for full details.

Source: Experian Micromarketer (2022-based data)

Table CM2, Per capita spend on comparison goods

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Survey area average	UK average	Difference to UK average
	£	£	£	£	£	£	£	£	£	£	£
2022 (Experian base)	3,939	3,786	3,880	4,319	4,281	4,205	4,412	4,679	4,188	3,809	379
2023	3,809	3,662	3,752	4,177	4,140	4,066	4,266	4,524	4,049	-	-
2024 (Study base)	3,683	3,541	3,628	4,039	4,003	3,932	4,125	4,375	3,916	-	-
2025	3,639	3,498	3,585	3,991	3,955	3,885	4,076	4,323	3,869	-	-
2026	3,737	3,593	3,681	4,098	4,062	3,990	4,196	4,439	3,973	-	-
2027	3,853	3,704	3,796	4,225	4,188	4,114	4,315	4,577	4,096	-	-
2028	3,972	3,819	3,913	4,356	4,318	4,241	4,449	4,719	4,223	-	-
2029 (Interval year)	4,095	3,937	4,035	4,491	4,452	4,373	4,587	4,865	4,354	-	-
2030	4,222	4,059	4,160	4,631	4,590	4,508	4,729	5,016	4,489	-	-
2031	4,341	4,173	4,276	4,760	4,718	4,634	4,862	5,156	4,615	-	-
2032	4,462	4,290	4,396	4,894	4,850	4,764	4,998	5,301	4,744	-	-
2033	4,587	4,410	4,519	5,031	4,986	4,898	5,138	5,449	4,877	-	-
2034 (Interval year)	4,715	4,533	4,645	5,171	5,126	5,035	5,282	5,602	5,014	-	-
2035	4,848	4,660	4,775	5,316	5,269	5,176	5,430	5,758	5,154	-	-
2036	4,983	4,791	4,909	5,465	5,417	5,321	5,582	5,920	5,295	-	-
2037	5,123	4,925	5,047	5,618	5,569	5,470	5,738	6,085	5,447	-	-
2038	5,266	5,063	5,188	5,775	5,724	5,623	5,899	6,256	5,599	-	-
2039	5,414	5,205	5,333	5,937	5,885	5,780	6,064	6,431	5,756	-	-
2040 (Interval year)	5,565	5,350	5,483	6,103	6,050	5,942	6,234	6,611	5,917	-	-

Notes

Base year (2022) data sourced from Experian Micromarketer

Growth rates (Experian Retail Planner Briefing Note 21, February 2024, Figures 1a & 1b):

2022-23	-3.30%	
2023-24	-3.30%	
2024-25	-1.20%	
2025-26	2.70%	
2026-30	3.10%	(Per annum)
2030-40	2.80%	(Per annum)

Table CM3, Total spend on comparison goods

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total
2024 (Study base)									
Total available comparison goods spend (£m)	65.3	91.6	119.4	42.6	168.7	102.5	263.2	212.7	1,066.1
SFT (%)	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	33.8%	-
SFT (£m)	22.1	31.0	40.4	14.4	57.0	34.7	89.0	71.9	360.3
Residual available comparison goods spend (£m)	43.3	60.6	79.1	28.2	111.7	67.9	174.2	140.8	705.8
2029 (Interval year)									
Total available comparison goods spend (£m)	72.1	114.6	132.4	47.8	207.3	118.9	295.9	240.6	1,229.6
SFT (%)	36.9%	36.9%	36.9%	36.9%	36.9%	36.9%	36.9%	36.9%	-
SFT (£m)	26.6	42.3	48.9	17.6	76.5	43.9	109.2	88.8	453.7
Residual available comparison goods spend (£m)	45.5	72.3	83.6	30.2	130.8	75.0	186.7	151.8	775.8
2034 (Interval year)									
Total available comparison goods spend (£m)	82.5	132.1	152.4	55.5	248.2	141.6	343.5	282.0	1,437.7
SFT (%)	38.3%	38.3%	38.3%	38.3%	38.3%	38.3%	38.3%	38.3%	-
SFT (£m)	31.6	50.6	58.4	21.3	95.0	54.2	131.6	108.0	550.6
Residual available comparison goods spend (£m)	50.9	81.5	94.0	34.3	153.1	87.4	211.9	174.0	887.1
2040 (Interval year)									
Total available comparison goods spend (£m)	96.8	156.8	181.2	66.8	304.7	173.3	407.4	341.2	1,728.3
SFT (%)	39.3%	39.3%	39.3%	39.3%	39.3%	39.3%	39.3%	39.3%	-
SFT (£m)	38.0	61.6	71.2	26.2	119.8	68.1	160.1	134.1	679.2
Residual available comparison goods spend (£m)	58.8	95.2	110.0	40.5	185.0	105.2	247.3	207.1	1,049.1
Change in spend 2024-34 (excl. SFT) (£m)	7.6	20.9	14.9	6.1	41.5	19.5	37.7	33.1	181.3
Change in spend 2024-40 (excl. SFT) (£m)	15.5	34.6	30.9	12.3	73.3	37.3	73.1	66.3	343.3

Notes

Table CM1 applied to Table CM2

SFT deduction at 2024 derived from household survey results.

SFT is then adjusted in line with percentage point change between interval years in Experian Retail Planner Briefing Note 21 Appendix 3 (comparison goods SFT adjusted for sales from stores).

For figures for 2040, as Experian only set out SFT projections to 2039, we have applied a 0.1 percentage point per annum change for the period 2039-40.

Appendix 1 Comparison goods need tabulations - Table CM4

Tamworth Borough Retail & Town Centre Study 2024
 Firstplan for Tamworth Borough Council
 Appendix: Quantitative comparison goods need assessment

Table CM4, Comparison goods market shares, 2024

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
	%	%	%	%	%	%	%	%
1. DESTINATIONS IN SURVEY AREA								
Locations in zone 1								
Tamworth town centre	21.1%	17.5%	15.0%	11.5%	6.5%	2.0%	0.0%	1.1%
<i>Sub-total, locations in zone 1</i>	21.1%	17.5%	15.0%	11.5%	6.5%	2.0%	0.0%	1.1%
Locations in zone 2								
No comparison goods shopping locations								
Locations in zone 3								
Tame Valley Retail Warehousing / Ind Est, Wilnecone	0.3%	0.5%	3.3%	1.0%	0.7%	1.0%	0.4%	0.1%
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.0%	1.9%	2.4%	0.3%	0.7%	1.1%	0.0%	0.0%
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	0.4%	0.6%	0.2%	0.0%	0.5%	0.0%	0.0%	0.0%
<i>Sub-total, locations in zone 3</i>	0.6%	3.0%	5.9%	1.2%	1.9%	2.1%	0.4%	0.1%
Locations in zone 4								
Fazeley	0.4%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%
Retail warehousing								
Ventura Retail Park, Ventura Park Road, Tamworth	49.2%	42.5%	39.6%	50.3%	27.7%	32.5%	19.6%	17.8%
Aldi, Ventura Park Road, Tamworth, B78 3HL	0.2%	0.0%	0.6%	0.4%	0.0%	0.4%	0.0%	0.2%
Asda, Ventura Road, Tamworth, B78 3HB	2.8%	6.9%	3.2%	5.3%	1.2%	0.6%	0.2%	0.2%
Cardinal Point Retail Park, Tamworth, B78 3HL (incl B&Q)	4.5%	3.5%	4.1%	4.9%	1.7%	2.0%	1.7%	2.0%
Home Bargains, Ventura Park Road, Tamworth, B78 3HL	0.3%	0.0%	0.9%	0.0%	0.0%	0.5%	0.2%	0.0%
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	1.3%	1.5%	0.3%	0.2%	2.5%	0.8%	0.6%	4.2%
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	4.4%	3.4%	2.9%	4.1%	4.0%	5.9%	2.1%	2.4%
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	3.2%	0.9%	1.8%	0.4%	0.7%	0.6%	0.9%	0.1%
<i>Sub-total, retail warehousing in zone 4</i>	65.8%	58.8%	53.4%	65.7%	37.8%	43.2%	25.4%	27.0%
<i>Sub-total, locations in zone 4</i>	66.2%	58.8%	53.4%	69.4%	37.8%	43.2%	25.4%	27.0%
Locations in zone 5								
DFS, Tamworth Road, Measham, DE12 7DU	0.6%	0.9%	0.1%	2.1%	2.1%	0.7%	0.0%	0.4%
<i>Sub-total, locations in zone 5</i>	0.6%	0.9%	0.1%	2.1%	2.1%	0.7%	0.0%	0.4%
Locations in zone 6								
Atherstone town centre (including Aldi, Tesco)	0.0%	1.5%	0.0%	0.0%	0.4%	12.6%	0.0%	0.0%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.1%	0.1%	0.3%	0.0%	0.8%	0.2%	0.0%	0.0%
<i>Sub-total, locations in zone 6</i>	0.1%	1.6%	0.3%	0.0%	1.2%	12.8%	0.0%	0.0%
Locations in zone 7								
Sutton Coldfield - town centre	0.0%	0.6%	0.0%	0.6%	0.0%	0.0%	24.5%	1.6%
Sutton Coldfield - other	0.0%	0.1%	0.4%	0.2%	0.1%	0.9%	8.8%	0.1%
<i>Sub-total, locations in zone 7</i>	0.0%	0.8%	0.4%	0.7%	0.1%	0.9%	33.3%	1.7%
Locations in zone 8								
Lichfield - city centre	2.0%	2.0%	3.1%	4.9%	1.3%	1.7%	0.9%	28.8%
Lichfield - other	0.2%	0.0%	0.3%	0.0%	0.8%	0.0%	0.0%	9.0%
<i>Sub-total, locations in zone 8</i>	2.3%	2.0%	3.4%	4.9%	2.1%	1.7%	0.9%	37.8%
TOTAL FOR SURVEY AREA	91.0%	84.5%	78.6%	89.9%	51.6%	63.4%	60.1%	68.0%
<i>of which, Tamworth Borough (zones 1-4)</i>	88.0%	79.2%	74.3%	82.2%	46.2%	47.3%	25.8%	28.2%
2. DESTINATIONS OUTSIDE SURVEY AREA								
Birmingham conurbation								
Birmingham - city centre	0.8%	1.0%	4.3%	2.1%	0.3%	3.5%	6.9%	4.6%
Birmingham - other	1.2%	1.9%	1.2%	0.1%	0.0%	0.9%	4.0%	1.5%
Erdington (all locations, incl. Fort Shopping Park & retail warehousing)	0.3%	1.1%	3.8%	0.8%	0.5%	0.9%	10.5%	4.0%
Walsall (all locations)	0.0%	1.1%	1.1%	0.2%	0.0%	0.0%	0.7%	2.7%
Solihull (all locations)	0.0%	0.1%	0.3%	0.7%	0.4%	1.5%	0.1%	0.9%
<i>Sub-total, Birmingham conurbation</i>	2.3%	5.1%	10.7%	3.9%	1.2%	6.8%	22.2%	13.7%
Other								
Swadincote (all locations)	0.1%	0.6%	0.4%	0.9%	20.1%	1.8%	0.0%	0.3%
Sutton Coldfield / Mere Green (all locations outside survey area)	0.0%	0.4%	1.6%	0.0%	0.0%	0.0%	11.2%	1.5%
Burton-upon-Trent (all locations)	0.1%	1.2%	1.4%	1.4%	11.1%	0.9%	0.0%	7.6%
Ashby-de-la-Zouch (all locations)	0.1%	0.0%	0.0%	0.0%	6.4%	2.5%	0.0%	0.0%
Coventry (all locations)	0.0%	0.2%	0.3%	0.0%	0.4%	2.9%	0.0%	0.0%
Designer Outlet West Midlands, (MacArthurGlen), Eastern Way, Cannock, WS11 7JZ	0.3%	1.3%	1.3%	0.6%	0.5%	0.0%	0.9%	2.1%
All other locations	3.5%	3.9%	1.3%	0.7%	6.7%	20.9%	4.9%	5.8%
<i>Sub-total, other locations</i>	4.1%	7.6%	6.3%	3.6%	45.1%	29.0%	17.0%	17.3%
TOTAL FOR OUTSIDE SURVEY AREA	6.4%	12.7%	17.0%	7.5%	46.3%	35.8%	39.1%	31.0%
3. LOCAL COMPARISON GOODS								
Local centres / shops in Tamworth Borough (zones 1-4)	1.1%	1.8%	2.8%	2.0%	0.0%	0.0%	0.0%	0.0%
Other locations in survey area	1.5%	1.0%	1.7%	0.5%	2.1%	0.9%	0.8%	0.9%
TOTAL FOR LOCAL COMPARISON GOODS	2.6%	2.8%	4.5%	2.5%	2.1%	0.9%	0.8%	0.9%
OVERALL TOTAL (1+2+3)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes
 Source: NEMS Market Research household telephone survey
 Composite comparison goods shopping patterns (all categories) based on household telephone survey results

Appendix 1 Comparison goods need tabulations - Table CM5a

Tamworth Borough Retail & Town Centre Study 2024
 Firstplan for Tamworth Borough Council
Appendix: Quantitative comparison goods need assessment

Table CM5a, Comparison goods spending patterns, 2024

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total	Total
Total available comparison goods spend (excl. SFT) —	43.3	60.6	79.1	28.2	111.7	67.9	174.2	140.8	705.8	100%
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
1. DESTINATIONS IN SURVEY AREA										
Locations in zone 1										
Tamworth town centre	9.1	10.6	11.9	3.2	7.2	1.4	0.0	1.6	45.0	6.4%
<i>Sub-total, locations in zone 1</i>	9.1	10.6	11.9	3.2	7.2	1.4	0.0	1.6	45.0	6.4%
Locations in zone 2										
No comparison goods shopping locations										
Locations in zone 3										
Tame Valley Retail Warehousing / Ind Est, Wilnecote	0.1	0.3	2.6	0.3	0.8	0.7	0.7	0.1	5.6	0.8%
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.0	1.1	1.9	0.1	0.8	0.8	0.0	0.0	4.7	0.7%
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	0.2	0.4	0.1	0.0	0.5	0.0	0.0	0.0	1.2	0.2%
<i>Sub-total, locations in zone 3</i>	0.3	1.8	4.7	0.3	2.1	1.4	0.7	0.1	11.5	1.6%
Locations in zone 4										
Fazeley	0.2	0.0	0.0	1.1	0.0	0.0	0.0	0.0	1.2	0.2%
Retail warehousing										
Ventura Retail Park, Ventura Park Road, Tamworth	21.3	25.8	31.3	14.2	30.9	22.0	34.2	25.1	204.7	29.0%
Aldi, Ventura Park Road, Tamworth, B78 3HL	0.1	0.0	0.5	0.1	0.0	0.2	0.0	0.3	1.2	0.2%
Asda, Ventura Park Road, Tamworth, B78 3HB	1.2	4.2	2.5	1.5	1.3	0.4	0.4	0.3	11.9	1.7%
Cardinal Point Retail Park, Tamworth, B78 3HL (incl B&Q)	1.9	2.1	3.2	1.4	1.9	1.4	2.9	2.7	17.6	2.5%
Home Bargains, Ventura Park Road, Tamworth, B78 3HL	0.1	0.0	0.7	0.0	0.0	0.3	0.4	0.0	1.6	0.2%
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	0.6	0.9	0.2	0.1	2.8	0.5	1.0	6.0	12.0	1.7%
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	1.9	2.1	2.3	1.2	4.5	4.0	3.6	3.4	23.0	3.3%
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	1.4	0.5	1.4	0.1	0.8	0.4	1.6	0.2	6.5	0.9%
<i>Sub-total, retail warehousing in zone 4</i>	28.5	35.6	42.2	18.5	42.2	29.3	44.2	38.0	278.6	39.5%
<i>Sub-total, locations in zone 4</i>	28.6	35.6	42.2	19.6	42.2	29.3	44.2	38.0	279.8	39.6%
Locations in zone 5										
DFS, Tamworth Road, Measham, DE12 7DU	0.3	0.6	0.1	0.6	2.3	0.5	0.0	0.5	4.8	0.7%
<i>Sub-total, locations in zone 5</i>	0.3	0.6	0.1	0.6	2.3	0.5	0.0	0.5	4.8	0.7%
Locations in zone 6										
Atherstone town centre (including Aldi, Tesco)	0.0	0.9	0.0	0.0	0.4	8.5	0.0	0.0	9.9	1.4%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0	0.1	0.3	0.0	0.9	0.1	0.0	0.0	1.3	0.2%
<i>Sub-total, locations in zone 6</i>	0.0	1.0	0.3	0.0	1.3	8.7	0.0	0.0	11.2	1.6%
Locations in zone 7										
Sutton Coldfield - town centre	0.0	0.4	0.0	0.2	0.0	0.0	42.7	2.2	45.5	6.4%
Sutton Coldfield - other	0.0	0.1	0.3	0.0	0.2	0.6	15.4	0.1	16.7	2.4%
<i>Sub-total, locations in zone 7</i>	0.0	0.5	0.3	0.2	0.2	0.6	58.1	2.4	62.2	8.8%
Locations in zone 8										
Lichfield - city centre	0.9	1.2	2.5	1.4	1.4	1.2	1.6	40.5	50.7	7.2%
Lichfield - other	0.1	0.0	0.2	0.0	0.9	0.0	0.0	12.7	13.9	2.0%
<i>Sub-total, locations in zone 8</i>	1.0	1.2	2.7	1.4	2.3	1.2	1.6	53.2	64.6	9.2%
TOTAL FOR SURVEY AREA	39.3	51.2	62.1	25.4	57.6	43.0	104.6	95.8	479.2	67.9%
<i>of which, Tamworth Borough (zones 1-4)</i>	<i>37.9</i>	<i>48.0</i>	<i>58.8</i>	<i>22.1</i>	<i>51.6</i>	<i>32.1</i>	<i>44.9</i>	<i>39.7</i>	<i>335.1</i>	<i>47.5%</i>
2. DESTINATIONS OUTSIDE SURVEY AREA										
Birmingham conurbation										
Birmingham - city centre	0.4	0.6	3.4	0.6	0.3	2.4	12.0	6.5	26.2	3.7%
Birmingham - other	0.5	1.1	1.0	0.0	0.0	0.6	7.0	2.1	12.5	1.8%
Edington (all locations, incl. Fort Shopping Park & retail warehousing)	0.1	0.7	3.0	0.2	0.5	0.6	19.2	5.6	29.0	4.1%
Walsall (all locations)	0.0	0.7	0.9	0.0	0.0	0.0	1.1	3.8	6.5	0.9%
Solihull (all locations)	0.0	0.1	0.2	0.2	0.4	1.0	0.2	1.2	3.3	0.5%
<i>Sub-total, Birmingham conurbation</i>	<i>1.0</i>	<i>3.1</i>	<i>8.4</i>	<i>1.1</i>	<i>1.3</i>	<i>4.6</i>	<i>38.6</i>	<i>19.4</i>	<i>77.5</i>	<i>11.0%</i>
Other										
Swadincote (all locations)	0.1	0.4	0.3	0.3	22.5	1.2	0.0	0.4	25.1	3.6%
Sutton Coldfield / Mere Green (all locations outside survey area)	0.0	0.2	1.3	0.0	0.0	0.0	19.5	2.1	23.1	3.3%
Burton-upon-Trent (all locations)	0.0	0.7	1.1	0.4	12.4	0.6	0.0	10.7	26.0	3.7%
Ashby-de-la-Zouch (all locations)	0.0	0.0	0.0	0.0	7.1	1.7	0.0	0.0	8.8	1.3%
Coventry (all locations)	0.0	0.1	0.2	0.0	0.4	2.0	0.0	0.0	2.8	0.4%
Designer Outlet West Midlands, (MacArthurGlen), Eastern Way, Cannock, WS11 7JZ	0.1	0.8	1.0	0.2	0.5	0.0	1.5	3.0	7.1	1.0%
All other locations	1.5	2.4	1.0	0.2	7.5	14.2	8.5	8.2	43.5	6.2%
<i>Sub-total, other locations</i>	<i>1.8</i>	<i>4.6</i>	<i>5.0</i>	<i>1.0</i>	<i>50.4</i>	<i>19.7</i>	<i>29.5</i>	<i>24.3</i>	<i>136.3</i>	<i>19.3%</i>
TOTAL FOR OUTSIDE SURVEY AREA	2.8	7.7	13.4	2.1	51.7	24.3	68.2	43.7	213.9	30.3%
3. LOCAL COMPARISON GOODS										
Local centres / shops in Tamworth Borough (zones 1-4)	0.5	1.1	2.2	0.6	0.0	0.0	0.0	0.0	4.3	0.6%
Other locations in survey area	0.7	0.6	1.3	0.2	2.3	0.6	1.4	1.3	8.3	1.2%
TOTAL FOR LOCAL COMPARISON GOODS	1.1	1.7	3.5	0.7	2.3	0.6	1.4	1.3	12.7	1.8%
OVERALL TOTAL (1+2+3)	43.3	60.6	79.1	28.2	111.7	67.9	174.2	140.8	705.8	100.0%

Notes
 Source: Table CM3, Table CM4

Appendix 1 Comparison goods need tabulations - Table CM5b

Tamworth Borough Retail & Town Centre Study 2024
 Firstplan for Tamworth Borough Council
Appendix: Quantitative comparison goods need assessment

Table CM5b, Comparison goods spending patterns, 2029

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total	Total
Total available comparison goods spend (excl. SFT) —	45.5	72.3	83.6	30.2	130.8	75.0	186.7	151.8	775.8	100%
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
1. DESTINATIONS IN SURVEY AREA										
Locations in zone 1										
Tamworth town centre	9.6	12.6	12.6	3.5	8.5	1.5	0.0	1.7	49.9	6.4%
<i>Sub-total, locations in zone 1</i>	9.6	12.6	12.6	3.5	8.5	1.5	0.0	1.7	49.9	6.4%
Locations in zone 2										
No comparison goods shopping locations										
Locations in zone 3										
Tame Valley Retail Warehousing / Ind Est, Wilhcoote	0.1	0.4	2.7	0.3	0.9	0.7	0.7	0.1	6.1	0.8%
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.0	1.3	2.0	0.1	0.9	0.9	0.0	0.0	5.2	0.7%
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	0.2	0.5	0.2	0.0	0.6	0.0	0.0	0.0	1.4	0.2%
<i>Sub-total, locations in zone 3</i>	0.3	2.2	4.9	0.4	2.5	1.6	0.7	0.1	12.7	1.6%
Locations in zone 4										
Fazeley	0.2	0.0	0.0	1.1	0.0	0.0	0.0	0.0	1.3	0.2%
Retail warehousing										
Ventura Retail Park, Ventura Park Road, Tamworth	22.4	30.7	33.1	15.2	36.2	24.4	36.6	27.1	225.6	29.1%
Aldi, Ventura Park Road, Tamworth, B78 3HL	0.1	0.0	0.5	0.1	0.0	0.3	0.0	0.4	1.3	0.2%
Asda, Ventura Park Road, Tamworth, B78 3HB	1.3	5.0	2.7	1.6	1.6	0.5	0.5	0.3	13.3	1.7%
Cardinal Point Retail Park, Tamworth, B78 3HL (incl B&Q)	2.0	2.6	3.4	1.5	2.2	1.5	3.1	3.0	19.3	2.5%
Home Bargains, Ventura Park Road, Tamworth, B78 3HL	0.1	0.0	0.8	0.0	0.0	0.4	0.5	0.0	1.8	0.2%
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	0.6	1.1	0.2	0.1	3.2	0.6	1.1	6.4	13.3	1.7%
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	2.0	2.5	2.4	1.2	5.3	4.4	3.9	3.7	25.4	3.3%
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	1.5	0.7	1.5	0.1	1.0	0.4	1.8	0.2	7.1	0.9%
<i>Sub-total, retail warehousing in zone 4</i>	29.9	42.5	44.6	19.8	49.4	32.4	47.4	41.0	307.0	39.6%
<i>Sub-total, locations in zone 4</i>	30.1	42.5	44.6	20.9	49.4	32.4	47.4	41.0	308.4	39.7%
Locations in zone 5										
DFS, Tamworth Road, Measham, DE12 7DU	0.3	0.7	0.1	0.6	2.7	0.5	0.0	0.6	5.5	0.7%
<i>Sub-total, locations in zone 5</i>	0.3	0.7	0.1	0.6	2.7	0.5	0.0	0.6	5.5	0.7%
Locations in zone 6										
Atherstone town centre (including Aldi, Tesco)	0.0	1.1	0.0	0.0	0.5	9.4	0.0	0.0	11.0	1.4%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0	0.1	0.3	0.0	1.0	0.2	0.0	0.0	1.5	0.2%
<i>Sub-total, locations in zone 6</i>	0.0	1.1	0.3	0.0	1.5	9.6	0.0	0.0	12.6	1.6%
Locations in zone 7										
Sutton Coldfield - town centre	0.0	0.5	0.0	0.2	0.0	0.0	45.7	2.4	48.8	6.3%
Sutton Coldfield - other	0.0	0.1	0.3	0.1	0.2	0.6	16.5	0.1	17.9	2.3%
<i>Sub-total, locations in zone 7</i>	0.0	0.6	0.3	0.2	0.2	0.6	62.3	2.5	66.7	0.1
Locations in zone 8										
Lichfield - city centre	0.9	1.4	2.6	1.5	1.7	1.3	1.8	43.7	54.9	7.1%
Lichfield - other	0.1	0.0	0.2	0.0	1.0	0.0	0.0	13.7	15.0	1.9%
<i>Sub-total, locations in zone 8</i>	1.0	1.4	2.9	1.5	2.7	1.3	1.8	57.4	70.0	9.0%
TOTAL FOR SURVEY AREA	41.4	61.1	65.7	27.1	67.5	47.5	112.1	103.3	525.7	67.8%
<i>of which, Tamworth Borough (zones 1-4)</i>	40.0	57.3	62.1	24.8	60.4	35.5	48.1	42.8	371.0	47.8%
2. DESTINATIONS OUTSIDE SURVEY AREA										
Birmingham conurbation										
Birmingham - city centre	0.4	0.7	3.6	0.6	0.4	2.6	12.9	7.0	28.3	3.6%
Birmingham - other	0.6	1.4	1.0	0.0	0.0	0.7	7.5	2.3	13.5	1.7%
Edington (all locations, incl. Fort Shopping Park & retail warehousing)	0.1	0.8	3.2	0.2	0.6	0.6	19.6	6.1	31.2	4.0%
Walsall (all locations)	0.0	0.8	0.9	0.1	0.0	0.0	1.2	4.1	7.1	0.9%
Solihull (all locations)	0.0	0.1	0.2	0.2	0.5	1.1	0.2	1.3	3.6	0.5%
<i>Sub-total, Birmingham conurbation</i>	1.1	3.7	8.9	1.2	1.6	5.1	41.4	20.9	83.7	10.8%
Other										
Swadincote (all locations)	0.1	0.4	0.4	0.3	26.3	1.3	0.0	0.4	29.2	3.8%
Sutton Coldfield / Mere Green (all locations outside survey area)	0.0	0.3	1.4	0.0	0.0	0.0	20.9	2.2	24.7	3.2%
Burton-upon-Trent (all locations)	0.0	0.9	1.2	0.4	14.5	0.7	0.0	11.6	29.2	3.8%
Ashby-de-la-Zouch (all locations)	0.0	0.0	0.0	0.0	8.3	1.9	0.0	0.0	10.2	1.3%
Coventry (all locations)	0.0	0.2	0.2	0.0	0.5	2.2	0.0	0.0	3.1	0.4%
Designer Outlet West Midlands, (MacArthurGlen), Eastern Way, Cannock, WS11 7JZ	0.1	0.9	1.1	0.2	0.6	0.0	1.6	3.2	7.8	1.0%
All other locations	1.6	2.8	1.1	0.2	8.8	15.7	9.1	8.8	48.1	6.2%
<i>Sub-total, other locations</i>	1.9	5.5	5.3	1.1	59.0	21.7	31.7	26.2	152.4	19.6%
TOTAL FOR OUTSIDE SURVEY AREA	2.9	9.2	14.2	2.3	60.6	26.8	73.0	47.1	236.1	30.4%
3. LOCAL COMPARISON GOODS										
Local centres / shops in Tamworth Borough (zones 1-4)										
Local centres / shops in Tamworth Borough (zones 1-4)	0.5	1.3	2.3	0.6	0.0	0.0	0.0	0.0	4.7	0.6%
Other locations in survey area	0.7	0.7	1.4	0.2	2.7	0.7	1.5	1.4	9.2	1.2%
TOTAL FOR LOCAL COMPARISON GOODS	1.2	2.0	3.7	0.8	2.7	0.7	1.5	1.4	13.9	1.8%
OVERALL TOTAL (1+2+3)	45.5	72.3	83.6	30.2	130.8	75.0	186.7	151.8	775.9	100.0%

Notes
 Source: Table CM3, Table CM4

Appendix 1 Comparison goods need tabulations - Table CM5c

Tamworth Borough Retail & Town Centre Study 2024
 Firstplan for Tamworth Borough Council
Appendix: Quantitative comparison goods need assessment

Table CM5c, Comparison goods spending patterns, 2034

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total	Total
Total available comparison goods spend (excl. SFT) —	50.9	81.5	94.0	34.3	153.1	87.4	211.9	174.0	887.1	100%
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
1. DESTINATIONS IN SURVEY AREA										
Locations in zone 1										
Tamworth town centre	10.7	14.2	14.1	3.9	9.9	1.8	0.0	1.9	56.6	6.4%
<i>Sub-total, locations in zone 1</i>	10.7	14.2	14.1	3.9	9.9	1.8	0.0	1.9	56.6	6.4%
Locations in zone 2										
No comparison goods shopping locations										
Locations in zone 3										
Tame Valley Retail Warehousing / Ind Est, Wilhccote	0.1	0.4	3.1	0.3	1.1	0.8	0.8	0.2	6.9	0.8%
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.0	1.5	2.3	0.1	1.1	1.0	0.0	0.0	6.0	0.7%
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	0.2	0.5	0.2	0.0	0.8	0.0	0.0	0.0	1.6	0.2%
<i>Sub-total, locations in zone 3</i>	0.3	2.5	5.6	0.4	2.9	1.8	0.8	0.2	14.5	1.6%
Locations in zone 4										
Fazeley	0.2	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.5	0.2%
Retail warehousing										
Ventura Retail Park, Ventura Park Road, Tamworth	25.0	34.6	37.2	17.2	42.4	28.4	41.6	31.0	257.4	29.0%
Aldi, Ventura Park Road, Tamworth, B78 3HL	0.1	0.0	0.6	0.1	0.0	0.3	0.0	0.4	1.5	0.2%
Asda, Ventura Road, Tamworth, B78 3HB	1.4	5.6	3.0	1.8	1.8	0.5	0.5	0.3	15.1	1.7%
Cardinal Point Retail Park, Tamworth, B78 3HL (incl B&Q)	2.3	2.9	3.8	1.7	2.5	1.8	3.5	3.4	21.9	2.5%
Home Bargains, Ventura Park Road, Tamworth, B78 3HL	0.2	0.0	0.9	0.0	0.0	0.4	0.5	0.0	2.0	0.2%
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	0.7	1.2	0.3	0.1	3.8	0.7	1.2	7.4	15.3	1.7%
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	2.2	2.8	2.7	1.4	6.2	5.1	4.4	4.3	29.1	3.3%
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	1.7	0.7	1.7	0.1	1.1	0.5	2.0	0.2	8.0	0.9%
<i>Sub-total, retail warehousing in zone 4</i>	33.5	47.9	50.2	22.5	57.9	37.7	53.8	47.0	350.4	39.5%
<i>Sub-total, locations in zone 4</i>	33.7	47.9	50.2	23.8	57.9	37.7	53.8	47.0	351.9	39.7%
Locations in zone 5										
DFS, Tamworth Road, Measham, DE12 7DU	0.3	0.8	0.1	0.7	3.1	0.6	0.0	0.6	6.3	0.7%
<i>Sub-total, locations in zone 5</i>	0.3	0.8	0.1	0.7	3.1	0.6	0.0	0.6	6.3	0.7%
Locations in zone 6										
Atherstone town centre (including Aldi, Tesco)	0.0	1.2	0.0	0.0	0.6	11.0	0.0	0.0	12.8	1.4%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0	0.1	0.3	0.0	1.2	0.2	0.0	0.0	1.8	0.2%
<i>Sub-total, locations in zone 6</i>	0.0	1.3	0.3	0.0	1.8	11.2	0.0	0.0	14.6	1.6%
Locations in zone 7										
Sutton Coldfield - town centre	0.0	0.5	0.0	0.2	0.0	0.0	51.9	2.8	55.4	6.2%
Sutton Coldfield - other	0.0	0.1	0.3	0.1	0.2	0.7	18.8	0.1	20.4	2.3%
<i>Sub-total, locations in zone 7</i>	0.0	0.6	0.4	0.3	0.2	0.7	70.7	2.9	75.8	0.1
Locations in zone 8										
Lichfield - city centre	1.0	1.6	3.0	1.7	2.0	1.5	2.0	50.1	62.9	7.1%
Lichfield - other	0.1	0.0	0.3	0.0	1.2	0.0	0.0	15.7	17.3	1.9%
<i>Sub-total, locations in zone 8</i>	1.1	1.6	3.2	1.7	3.2	1.5	2.0	65.7	80.1	9.0%
TOTAL FOR SURVEY AREA	46.3	68.9	73.9	30.8	79.0	55.4	127.3	118.4	599.9	67.6%
<i>of which, Tamworth Borough (zones 1-4)</i>	44.8	64.6	69.9	28.2	70.7	41.3	54.6	49.1	423.1	47.7%
2. DESTINATIONS OUTSIDE SURVEY AREA										
Birmingham conurbation										
Birmingham - city centre	0.4	0.8	4.0	0.7	0.5	3.1	14.7	8.1	32.2	3.6%
Birmingham - other	0.6	1.5	1.2	0.0	0.0	0.8	8.6	2.6	15.4	1.7%
Edington (all locations, incl. Fort Shopping Park & retail warehousing)	0.1	0.9	3.6	0.3	0.7	0.7	22.2	7.0	35.5	4.0%
Walsall (all locations)	0.0	0.9	1.0	0.1	0.0	0.0	1.4	4.7	8.1	0.9%
Solihull (all locations)	0.0	0.1	0.2	0.2	0.6	1.3	0.2	1.5	4.1	0.5%
<i>Sub-total, Birmingham conurbation</i>	1.2	4.2	10.0	1.3	1.8	5.9	47.0	23.9	95.3	10.7%
Other										
Swadincote (all locations)	0.1	0.5	0.4	0.3	30.8	1.6	0.0	0.4	34.1	3.8%
Sutton Coldfield / Mere Green (all locations outside survey area)	0.0	0.3	1.5	0.0	0.0	0.0	23.7	2.6	28.1	3.2%
Burton-upon-Trent (all locations)	0.0	1.0	1.3	0.5	17.0	0.8	0.0	13.2	33.8	3.8%
Ashby-de-la-Zouch (all locations)	0.0	0.0	0.0	0.0	9.7	2.2	0.0	0.0	12.0	1.3%
Coventry (all locations)	0.0	0.2	0.2	0.0	0.6	2.5	0.0	0.0	3.6	0.4%
Designer Outlet West Midlands, (MacArthurGlen), Eastern Way, Cannock, WS11 7JZ	0.1	1.0	1.2	0.2	0.7	0.0	1.8	3.7	8.9	1.0%
All other locations	1.8	3.2	1.2	0.2	10.3	18.2	10.3	10.1	55.4	6.2%
<i>Sub-total, other locations</i>	2.1	6.2	5.9	1.2	69.1	25.3	35.9	30.1	175.9	19.8%
TOTAL FOR OUTSIDE SURVEY AREA	3.3	10.4	15.9	2.6	70.9	31.2	82.9	54.0	271.2	30.6%
3. LOCAL COMPARISON GOODS										
Local centres / shops in Tamworth Borough (zones 1-4)										
Local centres / shops in Tamworth Borough (zones 1-4)	0.6	1.5	2.6	0.7	0.0	0.0	0.0	0.0	5.3	0.6%
Other locations in survey area	0.8	0.8	1.6	0.2	3.2	0.8	1.7	1.6	10.6	1.2%
TOTAL FOR LOCAL COMPARISON GOODS	1.3	2.2	4.2	0.9	3.2	0.8	1.7	1.6	15.9	1.8%
OVERALL TOTAL (1+2+3)	50.9	81.5	94.0	34.3	153.1	87.3	211.9	174.0	887.1	100.0%

Notes
 Source: Table CM3, Table CM4

Appendix 1 Comparison goods need tabulations - Table CM5d

Tamworth Borough Retail & Town Centre Study 2024
 Firstplan for Tamworth Borough Council
Appendix: Quantitative comparison goods need assessment

Table CM5d, Comparison goods spending patterns, 2040

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total	Total
Total available comparison goods spend (excl. SFT) —	58.8	95.2	110.0	40.5	185.0	105.2	247.3	207.1	1,049.1	100%
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
1. DESTINATIONS IN SURVEY AREA										
Locations in zone 1										
Tamworth town centre	12.4	16.6	16.5	4.7	12.0	2.1	0.0	2.3	66.6	6.3%
<i>Sub-total, locations in zone 1</i>	12.4	16.6	16.5	4.7	12.0	2.1	0.0	2.3	66.6	6.3%
Locations in zone 2										
No comparison goods shopping locations										
Locations in zone 3										
Tame Valley Retail Warehousing / Ind Est, Wilnecote	0.2	0.5	3.6	0.4	1.3	1.0	1.0	0.2	8.2	0.8%
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.0	1.8	2.7	0.1	1.3	1.2	0.0	0.0	7.0	0.7%
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	0.2	0.6	0.2	0.0	0.9	0.0	0.0	0.0	1.9	0.2%
<i>Sub-total, locations in zone 3</i>	0.4	2.9	6.5	0.5	3.5	2.2	1.0	0.2	17.1	1.6%
Locations in zone 4										
Fazeley	0.2	0.0	0.0	1.5	0.0	0.0	0.0	0.0	1.8	0.2%
Retail warehousing										
Ventura Retail Park, Ventura Park Road, Tamworth	28.9	40.5	43.5	20.4	51.2	34.2	48.5	36.9	304.1	29.0%
Aldi, Ventura Park Road, Tamworth, B78 3HL	0.1	0.0	0.7	0.1	0.0	0.4	0.0	0.5	1.8	0.2%
Asda, Ventura Road, Tamworth, B78 3HB	1.6	6.6	3.5	2.2	2.2	0.6	0.6	0.4	17.8	1.7%
Cardinal Point Retail Park, Tamworth, B78 3HL (incl B&Q)	2.6	3.4	4.5	2.0	3.1	2.1	4.1	4.0	25.8	2.5%
Home Bargains, Ventura Park Road, Tamworth, B78 3HL	0.2	0.0	1.0	0.0	0.0	0.5	0.6	0.0	2.3	0.2%
Jolly Sailor Retail Park, Bitterscote Drive, Bonehill, Tamworth, B78 3HD (Argos, Poundland, TK Maxx)	0.8	1.4	0.3	0.1	4.6	0.8	1.4	8.8	18.2	1.7%
Marks and Spencer (M&S), Ventura Retail Park, Ventura Park Road, Bitterscote, Tamworth, B78 3JD	2.6	3.3	3.2	1.7	7.5	6.2	5.2	5.1	34.6	3.3%
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	1.9	0.9	2.0	0.2	1.4	0.6	2.3	0.2	9.4	0.9%
<i>Sub-total, retail warehousing in zone 4</i>	38.7	55.9	58.7	26.6	69.9	45.4	62.8	55.9	414.0	39.5%
<i>Sub-total, locations in zone 4</i>	38.9	55.9	58.7	28.1	69.9	45.4	62.8	55.9	415.7	39.6%
Locations in zone 5										
DFS, Tamworth Road, Measham, DE12 7DU	0.4	0.9	0.2	0.9	3.8	0.7	0.0	0.8	7.6	0.7%
<i>Sub-total, locations in zone 5</i>	0.4	0.9	0.2	0.9	3.8	0.7	0.0	0.8	7.6	0.7%
Locations in zone 6										
Atherstone town centre (including Aldi, Tesco)	0.0	1.4	0.0	0.0	0.7	13.3	0.0	0.0	15.4	1.5%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.1	0.1	0.4	0.0	1.4	0.2	0.0	0.0	2.1	0.2%
<i>Sub-total, locations in zone 6</i>	0.1	1.5	0.4	0.0	2.1	13.5	0.0	0.0	17.5	1.7%
Locations in zone 7										
Sutton Coldfield - town centre	0.0	0.6	0.0	0.2	0.0	0.0	60.6	3.3	64.7	6.2%
Sutton Coldfield - other	0.0	0.1	0.4	0.1	0.3	0.9	21.9	0.2	23.8	2.3%
<i>Sub-total, locations in zone 7</i>	0.0	0.7	0.4	0.3	0.3	0.9	82.5	3.5	88.5	8.5%
Locations in zone 8										
Lichfield - city centre	1.2	1.9	3.5	2.0	2.4	1.8	2.3	59.6	74.7	7.1%
Lichfield - other	0.1	0.0	0.3	0.0	1.5	0.0	0.0	18.6	20.6	2.0%
<i>Sub-total, locations in zone 8</i>	1.3	1.9	3.8	2.0	3.8	1.8	2.3	78.3	95.2	9.1%
TOTAL FOR SURVEY AREA	53.4	80.5	86.4	36.5	95.4	66.7	148.6	140.9	708.4	67.5%
<i>of which, Tamworth Borough (zones 1-4)</i>	<i>51.7</i>	<i>75.4</i>	<i>81.8</i>	<i>33.3</i>	<i>85.4</i>	<i>49.7</i>	<i>63.8</i>	<i>58.4</i>	<i>499.5</i>	<i>47.6%</i>
2. DESTINATIONS OUTSIDE SURVEY AREA										
Birmingham conurbation										
Birmingham - city centre	0.5	0.9	4.7	0.9	0.6	3.7	17.1	9.6	37.9	3.6%
Birmingham - other	0.7	1.8	1.4	0.0	0.0	1.0	10.0	3.1	18.0	1.7%
Edington (all locations, incl. Fort Shopping Park & retail warehousing)	0.2	1.0	4.2	0.3	0.9	0.9	25.9	8.3	41.7	4.0%
Walsall (all locations)	0.0	1.0	1.2	0.1	0.0	0.0	1.6	5.6	9.5	0.9%
Solihull (all locations)	0.0	0.1	0.3	0.3	0.7	1.6	0.2	1.8	4.9	0.5%
<i>Sub-total, Birmingham conurbation</i>	1.4	4.9	11.7	1.6	2.2	7.1	54.8	28.5	112.1	10.7%
Other										
Swadincote (all locations)	0.1	0.6	0.5	0.4	37.2	1.9	0.0	0.5	41.1	3.9%
Sutton Coldfield / Mere Green (all locations outside survey area)	0.0	0.3	1.8	0.0	0.0	0.0	27.7	3.0	32.9	3.1%
Burton-upon-Trent (all locations)	0.1	1.1	1.6	0.6	20.5	0.9	0.0	15.8	40.5	3.9%
Ashby-de-la-Zouch (all locations)	0.1	0.0	0.0	0.0	11.8	2.6	0.0	0.0	14.5	1.4%
Coventry (all locations)	0.0	0.2	0.3	0.0	0.7	3.1	0.1	0.0	4.3	0.4%
Designer Outlet West Midlands, (MacArthurGlen), Eastern Way, Cannock, WS11 7JZ	0.2	1.2	1.4	0.2	0.9	0.0	2.1	4.4	10.5	1.0%
All other locations	2.1	3.7	1.4	0.3	12.5	22.0	12.1	12.0	66.0	6.3%
<i>Sub-total, other locations</i>	2.4	7.2	6.9	1.5	83.5	30.5	41.9	35.8	209.7	20.0%
TOTAL FOR OUTSIDE SURVEY AREA	3.8	12.1	18.7	3.1	85.7	37.6	96.7	64.3	321.9	30.7%
3. LOCAL COMPARISON GOODS										
Local centres / shops in Tamworth Borough (zones 1-4)	0.6	1.7	3.0	0.8	0.0	0.0	0.0	0.0	6.2	0.6%
Other locations in survey area	0.9	0.9	1.9	0.2	3.8	0.9	2.0	1.9	12.5	1.2%
TOTAL FOR LOCAL COMPARISON GOODS	1.5	2.6	4.9	1.0	3.8	0.9	2.0	1.9	18.8	1.8%
OVERALL TOTAL (1+2+3)	58.7	95.2	110.0	40.5	185.0	105.2	247.3	207.1	1049.1	100.0%

Notes
 Source: Table CM3, Table CM4

Appendix 1 Comparison goods needs tabulations - Table CM6

Tamworth Borough Retail & Town Centre Study 2024

Firstplan for Tamworth Borough Council

Appendix: Quantitative comparison goods need assessment

Table CM6, Comparison goods floorspace in Tamworth Borough

Tamworth town centre

Centre / location	Sq.m (gross)	Sq.m (net)
Comparison goods floorspace	14,326	10,028
Comparison goods floorspace within foodstores	-	339
Sub-total (A)		10,367

Out of centre

Centre / location	Sq.m (gross)	Sq.m (net)
Ventura Retail Park, Ventura Park Road & Jolly Sailor Retail Park*		
Blacks	1,000	800
Boots Chemist	1,170	936
Boots Optician	340	272
Currys	950	760
Game	480	384
Garden World @ Home Bargains	80	64
H&M	980	784
Halfords	960	768
Hobbycraft	960	768
Home Bargains	3,590	2,872
JD	1,160	928
Just for Pets	700	560
M&S (excluding food)	8,330	5,940
Matalan	1,580	1,264
Next	2,100	1,680
Next Home	730	584
Pets at Home	960	768
Poundland	960	768
Primark	1,820	1,456
River Island	980	784
Smyths Toys	1,450	1,160
Speccavers	240	192
Sports Direct	480	384
Superdrug	730	584
TK Maxx	1,930	1,544
WH Smith	960	768
Wren Kitchens	980	784
Sub-total (B)	36,600	29,280

Centre / location	Sq.m (gross)	Sq.m (net)
Cardinal Point Retail Park		
B&Q	4,349	3,479
Furniture Village	929	836
Tapi	476	429
Carpetright	623	561
Oak Furnitureland	623	561
Bensons for Beds	623	561
Sub-total (C)	7,624	6,427
Tame Valley		
B&M	2,367	1,894
The Range	3,026	2,421
Sub-total (D)	5,393	4,314

Centre / location	Sq.m (gross)	Sq.m (net)
Comparison goods retail floorspace in foodstores		
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	-	893
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	-	251
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	-	348
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	-	1,557
Asda, Ventura Road, Tamworth, B78 3HB	-	3,387
Aldi, Ventura Park Road, Tamworth, B78 3HL	-	330
Iceland, Ventura Retail Park, Tamworth, B78 3JD	-	39
Lidl, Bolebridge Street, Tamworth, B79 7AG	-	-
Sub-total (E)	-	6,805

	Sq.m net
Total town centre (A)	10,367
Total out of centre (B+C+D+E)	46,826
Overall total	57,193

Notes

No floorspace data available for local centres.

Town centre floorspace data derived from Experian Goad category reports and may not reflect policy boundary of centres.

*Ventura Retail Park & Jolly Sailor Retail Park floorspace sourced from Experian Goad. Gross-net ratio of 80% applied to all units at Ventura / Jolly Sailor.

Cardinal Point floorspace sourced from Completely Retail, correct as of 2023.

Appendix 1 Comparison goods need tabulations - Table CM7

Tamworth Borough Retail & Town Centre Study 2024
 Firstplan for Tamworth Borough Council
 Appendix: Quantitative comparison goods need assessment

Table CM7, Comparison goods 'commitments'

Address	TBC Planning Ref	Gross area (sq.m)	Net comparison (sq.m)	Assumed sales density (£ per sq.m) 2024	Estimated turnover 2024 (£m)	Assumed sales density (£ per sq.m) 2029	Estimated turnover 2029 (£m)	Assumed sales density (£ per sq.m) 2034	Estimated turnover 2034 (£m)	Assumed sales density (£ per sq.m) 2040	Estimated turnover 2040 (£m)
NONE IDENTIFIED											
Total	-	-	0	-	0.0	-	0.0	-	0.0	-	0.0

Notes

Source: Firstplan review of planning application information provided by Tamworth Borough Council

Appendix 1 Comparison goods need tabulations - Table CM8

Tamworth Borough Retail & Town Centre Study 2024

Firstplan for Tamworth Borough Council

Appendix: Quantitative comparison goods need assessment

Table CM8, Quantitative need for comparison goods floorspace — Tamworth Borough

	2029	2034	2040*
A Total Available Comparison Goods Expenditure (£m)	775.8	887.1	1049.1
B Market Share from Survey Area (%)	48%	48%	48%
C Comparison goods spending in Tamworth Borough (£m)	371.0	423.1	499.5
D Existing comparison goods retail floorspace at 2024 (sq.m net)	57,193	57,193	57,193
E Sales per sq.m net (£)	6,256	7,112	8,297
F Sales from Existing Floorspace (£m)	357.8	406.8	474.5
G Sales from Committed Floorspace (£m)	0.0	0.0	0.0
H Residual Spending to support new floorspace (£000)	13.2	16.3	25.0
I Sales per sq.m net in new shops (£)	5,339	6,070	7,080
J Capacity for new floorspace (sq.m net)	2,475	2,685	3,528
K Capacity for new floorspace (sq.m net, rounded)	2,500	2,700	3,500

Notes

Rows E and I based on sales efficiency changes as follows: 2024-25: -2.6%; 2025-26: +1.5%; 2026-40: +2.6% (per annum) (Source: Experian Retail Planner 21 Figure 4b)

*indicative forecasts, should be subject to further review throughout Local Plan period.

Appendix 2
Convenience goods need tabulations

Appendix 2 Convenience goods need tabulations - Tables CV1, CV2 and CV3

Tamworth Borough Retail & Town Centre Study 2024

Firstplan for Tamworth Borough Council

Appendix: Quantitative convenience goods need assessment

Table CV1, Population projections

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total
	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons
2022 (Experian base)	17,393	23,543	33,255	10,168	40,226	25,430	64,665	48,161	262,841
2024 (Study base)	17,742	25,864	32,920	10,550	42,133	26,077	63,795	48,626	267,707
2029 (Interval year)	17,595	29,114	32,823	10,647	46,557	27,181	64,504	49,459	277,880
2034 (Interval year)	17,496	29,136	32,797	10,741	48,414	28,122	65,031	50,339	282,076
2040 (Interval year)	17,392	29,309	33,057	10,942	50,372	29,171	65,363	51,611	287,217
Population change (2024-34)	-246	3,272	-123	191	6,281	2,045	1,236	1,713	14,369
Population change (2024-40)	-350	3,445	137	392	8,239	3,094	1,568	2,985	19,510

Notes

Source: Experian Micromarketer (2022-based data)

denotes adjusted figures to reflect planned local housing growth in Tamworth urban area
Please refer to main report for full details.

Table CV2, Per capita spend on convenience goods

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Survey area average	UK average	Difference to UK average
	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons	£	£	£
2022 (Experian base)	2,608	2,505	2,491	2,712	2,655	2,681	2,702	2,840	2,649	2,621	28
2023	2,456	2,360	2,346	2,554	2,501	2,526	2,545	2,676	2,496	-	-
2024 (Study base)	2,383	2,289	2,276	2,478	2,426	2,450	2,469	2,595	2,421	-	-
2025	2,371	2,277	2,265	2,465	2,414	2,438	2,456	2,582	2,409	-	-
2026	2,366	2,273	2,260	2,460	2,409	2,433	2,451	2,577	2,404	-	-
2027	2,366	2,273	2,260	2,460	2,409	2,433	2,451	2,577	2,404	-	-
2028	2,366	2,273	2,260	2,460	2,409	2,433	2,451	2,577	2,404	-	-
2029 (Interval year)	2,366	2,273	2,260	2,460	2,409	2,433	2,451	2,577	2,404	-	-
2030	2,366	2,273	2,260	2,460	2,409	2,433	2,451	2,577	2,404	-	-
2031	2,369	2,275	2,262	2,463	2,412	2,435	2,454	2,580	2,406	-	-
2032	2,371	2,277	2,265	2,465	2,414	2,438	2,456	2,582	2,409	-	-
2033	2,373	2,280	2,267	2,468	2,417	2,440	2,459	2,585	2,411	-	-
2034 (Interval year)	2,376	2,282	2,269	2,470	2,419	2,442	2,461	2,588	2,413	-	-
2035	2,378	2,284	2,271	2,473	2,421	2,445	2,464	2,590	2,416	-	-
2036	2,380	2,286	2,274	2,475	2,424	2,447	2,466	2,593	2,418	-	-
2037	2,383	2,289	2,276	2,478	2,426	2,450	2,469	2,595	2,421	-	-
2038	2,385	2,291	2,278	2,480	2,429	2,452	2,471	2,598	2,423	-	-
2039	2,388	2,293	2,280	2,483	2,431	2,455	2,474	2,600	2,425	-	-
2040 (Interval year)	2,390	2,296	2,283	2,485	2,434	2,457	2,476	2,603	2,428	-	-

Notes

Base year (2022) data sourced from Experian Micromarketer

Growth rates (Experian Retail Planner Briefing Note 21, February 2024, Figures 1a & 1b):

2022-23	-5.80%
2023-24	-3.00%
2024-25	-0.50%
2025-26	-0.20%
2026-30	0.00% (Per annum)
2030-40	0.10% (Per annum)

Table CV3, Total spend on convenience goods

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total
2024 (Study base)									
Total available convenience goods spend (£m)	42.3	59.2	74.9	26.1	102.2	63.9	157.5	126.2	652.3
SFT (%)	11.5%	11.5%	11.5%	11.5%	11.5%	11.5%	11.5%	11.5%	-
SFT (£m)	4.9	6.8	8.6	3.0	11.8	7.3	18.1	14.5	75.0
Residual available convenience goods spend (£m)	37.4	52.4	66.3	23.1	90.5	56.5	139.4	111.7	577.3
2029 (Interval year)									
Total available convenience goods spend (£m)	41.6	66.2	74.2	26.2	112.2	66.1	158.1	127.5	672.1
SFT (%)	12.6%	12.6%	12.6%	12.6%	12.6%	12.6%	12.6%	12.6%	-
SFT (£m)	5.2	8.3	9.3	3.3	14.1	8.3	19.9	16.1	84.7
Residual available convenience goods spend (£m)	36.4	57.8	64.8	22.9	98.0	57.8	138.2	111.4	587.4
2034 (Interval year)									
Total available convenience goods spend (£m)	41.6	66.5	74.4	26.5	117.1	68.7	160.1	130.3	685.1
SFT (%)	13.3%	13.3%	13.3%	13.3%	13.3%	13.3%	13.3%	13.3%	-
SFT (£m)	5.5	8.8	9.9	3.5	15.6	9.1	21.3	17.3	91.1
Residual available convenience goods spend (£m)	36.0	57.6	64.5	23.0	101.5	59.6	138.8	112.9	594.0
2040 (Interval year)									
Total available convenience goods spend (£m)	41.6	67.3	75.5	27.2	122.6	71.7	161.8	134.3	701.9
SFT (%)	13.7%	13.7%	13.7%	13.7%	13.7%	13.7%	13.7%	13.7%	-
SFT (£m)	5.7	9.2	10.3	3.7	16.8	9.8	22.2	18.4	96.2
Residual available convenience goods spend (£m)	35.9	58.1	65.1	23.5	105.8	61.9	139.7	115.9	605.8
Change in spend 2024-34 (excl. SFT) (£m)	-1.4	5.3	-1.8	-0.1	11.1	3.0	-0.6	1.2	16.7
Change in spend 2024-40 (excl. SFT) (£m)	-1.5	5.7	-1.2	0.3	15.3	5.3	0.3	4.3	28.5

Notes

Table CV1 applied to Table CV2

SFT deduction at 2024 derived from household survey results.

SFT is then adjusted in line with percentage point change between interval years in Experian Retail Planner Briefing Note 21 Appendix 3.

Appendix 2 Convenience goods need tabulations - Table CV4

Tamworth Borough Retail & Town Centre Study 2024

Firstplan for Tamworth Borough Council

Appendix: Quantitative convenience goods need assessment

Table CV4, Convenience goods market shares, 2024

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
	%	%	%	%	%	%	%	%
1. DESTINATIONS IN SURVEY AREA								
Locations in zone 1								
Tamworth town centre - main foodstores								
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	15.9%	1.9%	1.5%	2.6%	0.8%	0.0%	0.0%	0.0%
Aldi, Saxon Drive, Tamworth, B79 7HY	5.8%	5.9%	4.0%	6.7%	1.1%	0.2%	0.6%	0.0%
Co-Op Food, Church Street, Tamworth, B79 7DH	4.9%	1.3%	0.1%	0.4%	0.2%	0.0%	0.0%	0.0%
Farmfoods, Middle Entry, Tamworth, B79 7NJ	3.0%	0.8%	1.0%	1.3%	0.1%	0.0%	0.0%	0.0%
Iceland, Ankerside Shopping Centre, George Street, Tamworth, B79 7LG	0.4%	3.3%	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%
Other stores, Tamworth town centre	8.5%	6.6%	4.5%	2.4%	0.9%	0.5%	0.2%	0.9%
Sub-total, Tamworth town centre foodstores	38.4%	19.9%	11.2%	13.6%	3.2%	0.7%	0.8%	0.9%
Other locations - main foodstores								
Lidl, Bolebridge Street, Tamworth, B79 7AG	3.4%	5.7%	1.3%	0.9%	0.6%	0.0%	0.0%	0.0%
Sub-total, other locations in zone 1	3.4%	5.7%	1.3%	0.9%	0.6%	0.0%	0.0%	0.0%
Sub-total, locations in zone 1 - main foodstores	41.8%	25.6%	12.5%	14.5%	3.8%	0.7%	0.8%	0.9%
Locations in zone 2								
Co-Op Food, Amington Road, Tamworth, B77 3LN	0.0%	3.9%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%
Tesco Express, Tamworth Road, Amington, Tamworth, B77 3DG	0.2%	1.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total, locations in zone 2	0.2%	5.7%	0.2%	0.0%	0.2%	0.0%	0.1%	0.0%
Locations in zone 3								
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	2.5%	13.2%	25.1%	7.9%	5.6%	1.1%	3.7%	0.9%
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	2.1%	10.0%	11.3%	1.3%	6.0%	2.1%	0.0%	0.0%
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	0.1%	4.9%	6.6%	0.9%	0.2%	0.2%	1.3%	0.0%
Co-Op Food, Glascoate Road, Glascoate, Tamworth, B77 2AF	0.0%	2.6%	0.7%	0.0%	0.1%	0.0%	0.0%	0.0%
Morrisons Daily, Watling Street, Two Gates, Wilnecote, Tamworth, B77 5AD	0.2%	2.0%	2.6%	0.0%	0.0%	0.2%	0.0%	0.0%
Sub-total, locations in zone 3	5.0%	32.7%	46.2%	10.7%	11.9%	3.6%	5.0%	0.9%
Locations in zone 4								
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	18.3%	13.9%	8.7%	20.0%	6.3%	3.2%	4.1%	3.8%
Asda, Ventura Road, Tamworth, B78 3HB	15.5%	7.6%	13.2%	18.6%	3.9%	9.4%	2.2%	1.4%
Aldi, Ventura Park Road, Tamworth, B78 3HL	6.0%	3.1%	5.0%	15.6%	3.7%	3.7%	1.3%	0.0%
Marks and Spencer (M&S), Ventura Retail Park, Tamworth, B78 3JD	4.9%	2.9%	1.2%	2.8%	1.1%	1.1%	0.3%	3.0%
Iceland, Ventura Retail Park, Tamworth, B78 3JD	1.0%	0.0%	0.0%	1.5%	0.1%	0.0%	0.0%	0.0%
Sub-total, locations in zone 4	45.7%	27.5%	28.2%	58.5%	15.1%	17.4%	7.8%	8.2%
Locations in zone 5								
Co-Op Food, Shortheath Road, Moira, DE12 6AL	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%
Sub-total, locations in zone 5	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%
Locations in zone 6								
Aldi, Station Street, Atherstone, CV9 1BU	0.0%	0.0%	0.1%	0.0%	3.9%	28.2%	0.0%	0.0%
Tesco Superstore, Station Street, Atherstone, CV9 1BU	0.0%	0.0%	0.0%	0.0%	0.5%	16.0%	0.0%	0.0%
Co-Op Food, Long Street, Atherstone, CV9 1AB	0.0%	0.0%	0.0%	0.0%	0.1%	1.7%	0.0%	0.0%
Sub-total, locations in zone 6	0.0%	0.0%	0.1%	0.0%	4.4%	46.0%	0.0%	0.0%
Locations in zone 7								
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.1%	1.1%	0.7%	0.0%	0.0%	0.0%	14.0%	0.0%
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.9%
Marks and Spencer (M&S), Penns Lane, Wydde Green, Sutton Coldfield, B72 1AY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Sub-total, locations in zone 7	1.3%	1.1%	0.7%	0.0%	0.0%	0.0%	32.5%	0.9%
Locations in zone 8								
Tesco Extra, Church Street, Lichfield, WS13 6DZ	0.2%	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%	21.4%
Aldi, Church Street, Lichfield, WS13 6EB	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%
Lidl, Eastern Avenue, Lichfield, WS13 6RL	0.0%	0.0%	0.0%	1.7%	0.5%	0.0%	0.0%	6.8%
Waitrose, Stonnyland Drive, Lichfield, WS13 6RX	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%	0.0%	5.8%
Sub-total, locations in zone 8	0.4%	0.7%	0.0%	3.1%	0.5%	0.2%	0.0%	55.6%
TOTAL FOR SURVEY AREA	94.4%	93.3%	88.0%	86.7%	39.4%	67.8%	46.2%	66.4%
<i>of which, Tamworth Borough (zones 1-4)</i>	<i>92.7%</i>	<i>91.5%</i>	<i>87.2%</i>	<i>83.6%</i>	<i>31.0%</i>	<i>21.7%</i>	<i>13.7%</i>	<i>10.0%</i>
2. DESTINATIONS OUTSIDE SURVEY AREA								
Aldi, Chester Road, New Oscott, Sutton Coldfield, B73 5DA	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	3.9%	0.0%
Aldi, Drift Road, Castle Gresley, Swadincote, DE11 9UT	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%
Lidl, Kings Road, Sutton Coldfield, B73 5AB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%
Morrisons Superstore, Coppice Side, Swadincote, DE11 8HL	0.0%	0.0%	0.0%	0.0%	8.1%	0.4%	0.0%	0.0%
Sainsbury's Superstore, Civic Way, Swadincote, DE11 0AD	0.0%	0.0%	0.0%	0.0%	8.9%	2.4%	0.0%	0.0%
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	7.5%	0.0%
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.0%	0.0%	0.0%	0.0%	7.4%	1.4%	0.0%	0.0%
Other foodstores outside survey area	0.2%	0.2%	1.7%	0.1%	8.6%	17.9%	14.8%	5.3%
TOTAL FOR OUTSIDE SURVEY AREA	0.2%	0.2%	1.8%	0.3%	43.5%	22.0%	30.5%	5.3%
3. LOCAL CONVENIENCE GOODS								
Local centres / shops in Tamworth Borough (zones 1-4)	4.1%	5.3%	7.3%	11.0%	2.4%	1.4%	1.2%	0.5%
Other locations in survey area	1.3%	1.2%	2.9%	1.9%	14.6%	8.8%	22.1%	27.6%
TOTAL FOR LOCAL CONVENIENCE GOODS	5.4%	6.5%	10.2%	13.0%	17.1%	10.1%	23.3%	28.2%
OVERALL TOTAL (1+2+3)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Notes								
Source: NEMS Market Research household telephone survey								
Composite convenience shopping patterns (main/top up shopping combined) based on household telephone survey results								

Appendix 2 Convenience goods need tabulations - Table CV5a

Tamworth Borough Retail & Town Centre Study 2024

Final plan for Tamworth Borough Council

Appendix: Quantitative convenience goods need assessment

Table CV5a, Convenience goods spending patterns, 2024

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Total available convenience goods spend £m —	37.4	52.4	66.3	23.1	90.5	56.5	139.4	111.7	577.3	100
1. DESTINATIONS IN SURVEY AREA										
Locations in zone 1										
Tamworth town centre - main foodstores										
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	5.9	1.0	1.0	0.6	0.7	0.0	0.0	0.0	9.3	1.6%
Aldi, Saxon Drive, Tamworth, B79 7HY	2.2	3.1	2.6	1.5	1.0	0.1	0.9	0.0	11.5	2.0%
Co-Op Food, Church Street, Tamworth, B79 7DH	1.8	0.7	0.1	0.1	0.1	0.0	0.0	0.0	2.8	0.5%
Farmfoods, Middle Entry, Tamworth, B79 7NJ	1.1	0.4	0.7	0.3	0.1	0.0	0.0	0.0	2.6	0.4%
Island, Ankerside Shopping Centre, George Street, Tamworth, B79 7LG	0.1	1.8	0.0	0.1	0.1	0.0	0.0	0.0	2.1	0.4%
Other stores, Tamworth town centre	3.2	3.4	3.0	0.6	0.8	0.3	0.2	1.0	12.5	2.2%
Sub-total, Tamworth town centre foodstores	14.4	10.4	7.4	3.1	2.9	0.4	1.1	1.0	40.7	7.0%
Other locations - main foodstores										
Lidl, Bolebridge Street, Tamworth, B79 7AG	1.3	3.0	0.9	0.2	0.6	0.0	0.0	0.0	5.9	1.0%
Sub-total, other locations in zone 1	1.3	3.0	0.9	0.2	0.6	0.0	0.0	0.0	5.9	1.0%
Sub-total, locations in zone 1 - main foodstores	15.6	13.4	8.3	3.3	3.4	0.4	1.1	1.0	46.6	8.1%
Locations in zone 2										
Co-Op Food, Amington Road, Tamworth, B77 3LN	0.0	2.1	0.0	0.0	0.2	0.0	0.2	0.0	2.4	0.4%
Tesco Express, Tamworth Road, Amington, Tamworth, B77 3DG	0.1	0.9	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.2%
Sub-total, locations in zone 2	0.1	3.0	0.1	0.0	0.2	0.0	0.2	0.0	3.6	0.6%
Locations in zone 3										
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.9	6.9	16.7	1.8	5.1	0.6	5.2	1.0	38.3	6.6%
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	0.8	5.2	7.5	0.3	5.4	1.2	0.0	0.0	20.4	3.5%
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	0.1	2.6	4.4	0.2	0.2	0.1	1.7	0.0	9.3	1.6%
Co-Op Food, Glascoate Road, Glascoate, Tamworth, B77 2AF	0.0	1.3	0.4	0.0	0.1	0.0	0.0	0.0	1.8	0.3%
Morrisons Daily, Watling Street, Two Gates, Wilnecote, Tamworth, B77 5AD	0.1	1.1	1.7	0.1	0.1	0.0	0.0	0.0	3.1	0.5%
Sub-total, locations in zone 3	1.9	17.1	30.7	2.5	10.8	2.0	6.9	1.0	72.9	12.6%
Locations in zone 4										
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	6.8	7.3	5.8	4.6	5.7	1.8	5.7	4.2	41.9	7.3%
Asda, Ventura Road, Tamworth, B78 3HB	5.8	4.0	8.8	4.3	3.5	5.3	3.0	1.5	36.3	6.3%
Aldi, Ventura Park Road, Tamworth, B78 3HL	2.2	1.6	3.3	3.6	3.4	2.1	1.8	0.0	18.1	3.1%
Marks and Spencer (M&S), Ventura Retail Park, Tamworth, B78 3JD	1.8	1.5	0.8	0.7	1.0	0.6	0.4	3.3	10.2	1.8%
Island, Ventura Retail Park, Tamworth, B78 3JD	0.4	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.8	0.1%
Sub-total, locations in zone 4	17.1	14.4	18.7	13.5	13.7	9.8	10.9	9.1	107.3	18.6%
Locations in zone 5										
Co-Op Food, Shortheath Road, Moira, DE12 6AL	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.1	0.5%
Sub-total, locations in zone 5	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.1	0.5%
Locations in zone 6										
Aldi, Station Street, Atherstone, CV9 1BU	0.0	0.0	0.1	0.0	3.5	15.9	0.0	0.0	19.5	3.4%
Tesco Superstore, Station Street, Atherstone, CV9 1BU	0.0	0.0	0.0	0.0	0.5	9.1	0.0	0.0	9.5	1.7%
Co-Op Food, Long Street, Atherstone, CV9 1AB	0.0	0.0	0.0	0.0	0.1	1.0	3.0	0.0	4.1	0.7%
Sub-total, locations in zone 6	0.0	0.0	0.1	0.0	4.0	26.0	0.0	0.0	30.1	5.2%
Locations in zone 7										
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.0	0.6	0.5	0.0	0.0	0.0	19.4	0.0	20.5	3.6%
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	0.5	0.0	0.0	0.0	0.0	0.0	18.0	0.0	18.4	3.2%
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.0	0.0	0.0	0.0	0.0	0.0	4.9	1.0	5.9	1.0%
Marks and Spencer (M&S), Penns Lane, Wylde Green, Sutton Coldfield, B72 1F	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	3.0	0.5%
Sub-total, locations in zone 7	0.5	0.6	0.5	0.0	0.0	0.0	45.3	1.0	47.9	8.3%
Locations in zone 8										
Tesco Extra, Church Street, Lichfield, WS13 6DZ	0.1	0.1	0.0	0.2	0.0	0.0	0.0	23.8	24.2	4.2%
Aldi, Church Street, Lichfield, WS13 6EB	0.1	0.0	0.0	0.0	0.0	0.0	0.0	12.4	12.4	2.2%
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	0.0	0.3	0.0	0.0	0.0	0.0	0.0	11.7	12.0	2.1%
Lidl, Eastern Avenue, Lichfield, WS13 6RL	0.0	0.0	0.0	0.4	0.4	0.0	0.0	7.6	8.4	1.5%
Waitrose, Stonnards Drive, Lichfield, WS13 6RX	0.0	0.0	0.0	0.1	0.0	0.1	0.0	6.5	6.7	1.2%
Sub-total, locations in zone 8	0.2	0.4	0.0	0.7	0.4	0.1	0.0	62.0	63.8	11.1%
TOTAL FOR SURVEY AREA	35.3	48.9	58.4	20.1	35.7	38.4	64.4	74.2	375.3	65.0%
of which, Tamworth Borough (zones 1-4)	34.7	47.9	57.8	19.3	28.1	12.3	19.1	11.1	230.3	39.9%
2. DESTINATIONS OUTSIDE SURVEY AREA										
Aldi, Chester Road, New Oscott, Sutton Coldfield, B73 5DA	0.0	0.0	0.1	0.0	0.0	0.0	5.5	0.0	5.6	1.0%
Aldi, Drift Road, Castle Gresley, Swadlowcote, DE11 9UT	0.0	0.0	0.0	0.0	0.0	9.5	0.0	0.0	9.5	1.6%
Lidl, Kings Road, Sutton Coldfield, B73 5AB	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	6.0	1.0%
Morrisons Superstore, Coppice Side, Swadlowcote, DE11 8HL	0.0	0.0	0.0	0.0	7.4	0.2	0.0	0.0	7.6	1.3%
Sainsbury's Superstore, Civic Way, Swadlowcote, DE11 0AD	0.0	0.0	0.0	0.0	8.0	1.4	0.0	0.0	9.4	1.6%
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	0.0	0.0	0.0	0.1	0.0	0.0	10.5	0.0	10.5	1.8%
Tesco Extra, Resolution Rd, Ashby-de-la-Zouch LE65 1TE	0.0	0.0	0.0	0.0	6.7	0.8	0.0	0.0	7.5	1.3%
Other foodstores outside survey area	0.1	0.1	1.1	0.0	7.8	10.1	20.6	5.9	45.8	7.9%
TOTAL FOR OUTSIDE SURVEY AREA	0.1	0.1	1.2	0.1	39.4	12.5	42.5	5.9	101.7	17.6%
3. LOCAL CONVENIENCE GOODS										
Local centres / shops in Tamworth Borough (zones 1-4)	1.5	2.8	4.9	2.6	2.2	0.8	1.6	0.5	16.9	2.9%
Other locations in survey area	0.5	0.6	1.9	0.4	13.2	4.9	30.9	31.0	83.5	14.5%
TOTAL FOR LOCAL CONVENIENCE GOODS	2.0	3.4	6.8	3.0	15.4	5.7	32.5	31.5	100.4	17.4%
OVERALL TOTAL (1+2+3)	37.4	52.4	66.3	23.1	90.5	56.5	139.4	111.7	577.3	100.0%

Notes

Source: NEMS Market Research household telephone survey

Composite convenience shopping patterns (main/top up shopping combined) based on household telephone survey results

Appendix 2 Convenience goods need tabulations - Table CV5b

Tamworth Borough Retail & Town Centre Study 2024

Final plan for Tamworth Borough Council
Appendix: Quantitative convenience goods need assessment

Table CV5b, Convenience goods spending patterns, 2029

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Total available convenience goods spend £m —	36.4	57.8	64.8	22.9	98.0	57.8	138.2	111.4	587.4	100
1. DESTINATIONS IN SURVEY AREA										
Locations in zone 1										
Tamworth town centre - main foodstores										
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	5.8	1.1	1.0	0.6	0.8	0.0	0.0	0.0	9.2	1.6%
Aldi, Saxon Drive, Tamworth, B79 7HY	2.1	3.4	2.6	1.5	1.1	0.1	0.9	0.0	11.7	2.0%
Co-Op Food, Church Street, Tamworth, B79 7DH	1.8	0.8	0.1	0.1	0.2	0.0	0.0	0.0	2.9	0.5%
Farmfoods, Middle Entry, Tamworth, B79 7NJ	1.1	0.5	0.7	0.3	0.1	0.0	0.0	0.0	2.6	0.4%
Iceland, Ankerside Shopping Centre, George Street, Tamworth, B79 7LG	0.1	1.9	0.0	0.1	0.1	0.0	0.0	0.0	2.2	0.4%
Other stores, Tamworth town centre	3.1	3.8	2.9	0.6	0.9	0.3	0.2	1.0	12.7	2.2%
Sub-total, Tamworth town centre foodstores	14.0	11.5	7.2	3.1	3.1	0.4	1.1	1.0	41.4	7.1%
Other locations - main foodstores										
Lidl, Bolebridge Street, Tamworth, B79 7AG	1.2	3.3	0.9	0.2	0.6	0.0	0.0	0.0	6.2	1.1%
Sub-total, other locations in zone 1	1.2	3.3	0.9	0.2	0.6	0.0	0.0	0.0	6.2	1.1%
Sub-total, locations in zone 1 - main foodstores	15.2	14.8	8.1	3.3	3.7	0.4	1.1	1.0	47.6	8.1%
Locations in zone 2										
Co-Op Food, Amington Road, Tamworth, B77 3LN	0.0	2.3	0.0	0.0	0.2	0.0	0.2	0.0	2.7	0.5%
Tesco Express, Tamworth Road, Amington, Tamworth, B77 3DG	0.1	1.0	0.1	0.0	0.0	0.0	0.0	0.0	1.2	0.2%
Sub-total, locations in zone 2	0.1	3.3	0.1	0.0	0.2	0.0	0.2	0.0	3.9	0.7%
Locations in zone 3										
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.9	7.6	16.3	1.8	5.5	0.7	5.1	1.0	39.0	6.6%
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	0.8	5.8	7.3	0.3	5.8	1.2	0.0	0.0	21.2	3.6%
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	0.1	2.8	4.3	0.2	0.2	0.1	1.7	0.0	9.5	1.6%
Co-Op Food, Glascoate Road, Glascoate, Tamworth, B77 2AF	0.0	1.5	0.4	0.0	0.1	0.0	0.0	0.0	2.0	0.3%
Morrisons Daily, Walsing Street, Two Gates, Wilnecote, Tamworth, B77 5AD	0.1	1.2	1.7	0.1	0.0	0.1	0.0	0.0	3.2	0.5%
Sub-total, locations in zone 3	1.8	18.9	30.0	2.4	11.7	2.1	6.9	1.0	74.8	12.7%
Locations in zone 4										
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	6.6	8.1	5.6	4.6	6.2	1.8	5.6	4.2	42.8	7.3%
Asda, Ventura Road, Tamworth, B78 3HB	5.6	4.4	8.6	4.3	3.8	5.4	3.0	1.5	36.7	6.2%
Aldi, Ventura Park Road, Tamworth, B78 3HL	2.2	1.8	3.3	3.6	3.6	2.2	1.8	0.0	18.4	3.1%
Marks and Spencer (M&S), Ventura Retail Park, Tamworth, B78 3JD	1.8	1.7	0.8	0.6	1.1	0.6	0.4	3.3	10.3	1.8%
Iceland, Ventura Retail Park, Tamworth, B78 3JD	0.4	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.8	0.1%
Sub-total, locations in zone 4	16.6	15.9	18.3	13.4	14.8	10.0	10.8	9.1	109.0	18.6%
Locations in zone 5										
Co-Op Food, Shortheath Road, Moira, DE12 8AL	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	3.4	0.6%
Sub-total, locations in zone 5	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	3.4	0.6%
Locations in zone 6										
Aldi, Station Street, Atherstone, CV9 1BU	0.0	0.0	0.1	0.0	3.8	16.3	0.0	0.0	20.1	3.4%
Tesco Superstore, Station Street, Atherstone, CV9 1BU	0.0	0.0	0.0	0.0	0.5	9.3	0.0	0.0	9.8	1.7%
Co-Op Food, Long Street, Atherstone, CV9 1AB	0.0	0.0	0.0	0.0	0.1	1.0	0.0	0.0	1.1	0.2%
Sub-total, locations in zone 6	0.0	0.0	0.1	0.0	4.4	26.6	0.0	0.0	31.0	5.3%
Locations in zone 7										
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.0	0.6	0.5	0.0	0.0	0.0	19.3	0.0	20.4	3.5%
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	0.5	0.0	0.0	0.0	0.0	0.0	17.8	0.0	18.3	3.1%
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.0	0.0	0.0	0.0	0.0	0.0	4.8	1.0	5.8	1.0%
Marks and Spencer (M&S), Penns Lane, Wyvide Green, Sutton Coldfield, B72 1F	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	3.0	0.5%
Sub-total, locations in zone 7	0.5	0.6	0.5	0.0	0.0	0.0	44.9	1.0	47.5	8.1%
Locations in zone 8										
Tesco Extra, Church Street, Lichfield, WS13 6DZ	0.1	0.1	0.0	0.2	0.0	0.0	0.0	23.8	24.2	4.1%
Aldi, Church Street, Lichfield, WS13 6EB	0.1	0.0	0.0	0.0	0.0	0.0	0.0	12.3	12.4	2.1%
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	0.0	0.3	0.0	0.0	0.0	0.0	0.0	11.7	12.0	2.0%
Lidl, Eastern Avenue, Lichfield, WS13 6RL	0.0	0.0	0.0	0.4	0.5	0.0	0.0	7.6	8.5	1.4%
Waitrose, Stonnyland Drive, Lichfield, WS13 6RX	0.0	0.0	0.0	0.1	0.0	0.1	0.0	6.5	6.7	1.1%
Sub-total, locations in zone 8	0.2	0.4	0.0	0.7	0.5	0.1	0.0	61.9	63.8	10.9%
TOTAL FOR SURVEY AREA	34.4	53.9	57.1	19.8	38.6	39.2	63.9	74.0	381.0	64.9%
of which, Tamworth Borough (zones 1-4)	33.7	52.9	56.5	19.1	30.4	12.5	19.0	11.1	235.3	40.1%
2. DESTINATIONS OUTSIDE SURVEY AREA										
Aldi, Chester Road, New Oscott, Sutton Coldfield, B73 5DA	0.0	0.0	0.1	0.0	0.0	0.0	5.4	0.0	5.5	0.9%
Aldi, Dnr Road, Castle Gresley, Swadlincote, DE11 9UT	0.0	0.0	0.0	0.0	10.3	0.0	0.0	0.0	10.3	1.8%
Lidl, Kings Road, Sutton Coldfield, B73 5AB	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0	5.9	1.0%
Morrisons Superstore, Coppice Side, Swadlincote, DE11 8HL	0.0	0.0	0.0	0.0	8.0	0.2	0.0	0.0	8.2	1.4%
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.0	0.0	0.0	0.0	8.7	1.4	0.0	0.0	10.1	1.7%
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	0.0	0.0	0.0	0.1	0.0	0.0	10.4	0.0	10.4	1.8%
Tesco Extra, Resolution Rd, Ainsby-de-la-Zouch LE65 1TE	0.0	0.0	0.0	0.0	7.2	0.8	0.0	0.0	8.0	1.4%
Other foodstores outside survey area	0.1	0.1	1.1	0.0	8.5	10.3	20.4	5.9	46.4	7.9%
TOTAL FOR OUTSIDE SURVEY AREA	0.1	0.1	1.2	0.1	42.7	12.7	42.1	5.9	104.9	17.9%
3. LOCAL CONVENIENCE GOODS										
Local centres / shops in Tamworth Borough (zones 1-4)	1.5	3.1	4.7	2.5	2.4	0.8	1.6	0.5	17.1	2.9%
Other locations in survey area	0.5	0.7	1.9	0.4	14.3	5.1	30.6	30.9	84.4	14.4%
TOTAL FOR LOCAL CONVENIENCE GOODS	2.0	3.8	6.6	3.0	16.7	5.8	32.2	31.5	101.5	17.3%
OVERALL TOTAL (1+2+3)	36.4	57.8	64.8	22.9	98.0	57.8	138.2	111.4	587.4	100.0%

Notes

Source: NEMS Market Research household telephone survey

Composite convenience shopping patterns (main/top up shopping combined) based on household telephone survey results

Appendix 2 Convenience goods need tabulations - Table CV5c

Tamworth Borough Retail & Town Centre Study 2024

Final plan for Tamworth Borough Council
Appendix: Quantitative convenience goods need assessment

Table CV5c, Convenience goods spending patterns, 2034

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Total available convenience goods spend £m —	36.0	57.6	64.5	23.0	101.5	59.6	138.8	112.9	594.0	100
1. DESTINATIONS IN SURVEY AREA										
Locations in zone 1										
Tamworth town centre - main foodstores										
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	5.7	1.1	1.0	0.6	0.8	0.0	0.0	0.0	9.2	1.5%
Aldi, Saxon Drive, Tamworth, B79 7HY	2.1	3.4	2.6	1.5	1.2	0.1	0.9	0.0	11.7	2.0%
Co-Op Food, Church Street, Tamworth, B79 7DH	1.8	0.8	0.1	0.1	0.2	0.0	0.0	0.0	2.9	0.5%
Farmfoods, Middle Entry, Tamworth, B79 7NJ	1.1	0.5	0.7	0.3	0.1	0.0	0.0	0.0	2.6	0.4%
Iceland, Ankerside Shopping Centre, George Street, Tamworth, B79 7LG	0.1	1.9	0.0	0.1	0.1	0.0	0.0	0.0	2.2	0.4%
Other stores, Tamworth town centre	3.1	3.8	2.9	0.6	0.9	0.3	0.2	1.0	12.7	2.1%
Sub-total, Tamworth town centre foodstores	13.9	11.5	7.2	3.1	3.2	0.4	1.1	1.0	41.4	7.0%
Other locations - main foodstores										
Lidl, Bolebridge Street, Tamworth, B79 7AG	1.2	3.3	0.9	0.2	0.6	0.0	0.0	0.0	6.2	1.0%
Sub-total, other locations in zone 1	1.2	3.3	0.9	0.2	0.6	0.0	0.0	0.0	6.2	1.0%
Sub-total, locations in zone 1 - main foodstores	15.1	14.8	8.1	3.3	3.8	0.4	1.1	1.0	47.6	8.0%
Locations in zone 2										
Co-Op Food, Amington Road, Tamworth, B77 3LN	0.0	2.3	0.0	0.0	0.2	0.0	0.2	0.0	2.7	0.5%
Tesco Express, Tamworth Road, Amington, Tamworth, B77 3DG	0.1	1.0	0.1	0.0	0.0	0.0	0.0	0.0	1.2	0.2%
Sub-total, locations in zone 2	0.1	3.3	0.1	0.0	0.2	0.0	0.2	0.0	3.9	0.7%
Locations in zone 3										
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.9	7.6	16.2	1.8	5.7	0.7	5.2	1.1	39.1	6.6%
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	0.8	5.8	7.3	0.3	6.1	1.2	0.0	0.0	21.4	3.6%
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	0.1	2.8	4.3	0.2	0.2	0.1	1.7	0.0	9.5	1.6%
Co-Op Food, Glascoate Road, Glascoate, Tamworth, B77 2AF	0.0	1.5	0.4	0.0	0.1	0.0	0.0	0.0	2.0	0.3%
Morrisons Daily, Watling Street, Two Gates, Wilnecote, Tamworth, B77 5AD	0.1	1.2	1.7	0.1	0.0	0.1	0.0	0.0	3.2	0.5%
Sub-total, locations in zone 3	1.8	18.8	29.8	2.5	12.1	2.1	6.9	1.1	75.1	12.6%
Locations in zone 4										
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	6.6	8.0	5.6	4.6	6.4	1.9	5.7	4.3	43.0	7.2%
Asda, Ventura Road, Tamworth, B78 3HB	5.6	4.4	8.5	4.3	4.0	5.6	3.0	1.6	36.9	6.2%
Aldi, Ventura Park Road, Tamworth, B78 3HL	2.2	1.8	3.2	3.6	3.8	2.2	1.8	0.0	18.6	3.1%
Marks and Spencer (M&S), Ventura Retail Park, Tamworth, B78 3JD	1.8	1.7	0.8	0.7	1.2	0.6	0.4	3.4	10.4	1.8%
Iceland, Ventura Retail Park, Tamworth, B78 3JD	0.4	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.8	0.1%
Sub-total, locations in zone 4	16.5	15.9	18.2	13.4	15.3	10.3	10.9	9.2	109.7	18.5%
Locations in zone 5										
Co-Op Food, Shortheath Road, Moira, DE12 6AL	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	3.5	0.6%
Sub-total, locations in zone 5	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	3.5	0.6%
Locations in zone 6										
Aldi, Station Street, Atherstone, CV9 1BU	0.0	0.0	0.1	0.0	3.9	16.8	0.0	0.0	20.8	3.5%
Tesco Superstore, Station Street, Atherstone, CV9 1BU	0.0	0.0	0.0	0.0	0.5	9.6	0.0	0.0	10.1	1.7%
Co-Op Food, Long Street, Atherstone, CV9 1AB	0.0	0.0	0.0	0.0	0.1	1.0	0.0	0.0	1.1	0.2%
Sub-total, locations in zone 6	0.0	0.0	0.1	0.0	4.5	27.4	0.0	0.0	32.0	5.4%
Locations in zone 7										
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.0	0.6	0.5	0.0	0.0	0.0	19.4	0.0	20.5	3.4%
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	0.4	0.0	0.0	0.0	0.0	0.0	17.9	0.0	18.3	3.1%
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.0	0.0	0.0	0.0	0.0	0.0	4.9	1.0	5.9	1.0%
Marks and Spencer (M&S), Penns Lane, Wyvide Green, Sutton Coldfield, B72 1f	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	3.0	0.5%
Sub-total, locations in zone 7	0.5	0.6	0.5	0.0	0.0	0.0	45.1	1.0	47.7	8.0%
Locations in zone 8										
Tesco Extra, Church Street, Lichfield, WS13 6DZ	0.1	0.1	0.0	0.2	0.0	0.0	0.0	24.1	24.5	4.1%
Aldi, Church Street, Lichfield, WS13 6EB	0.1	0.0	0.0	0.0	0.0	0.0	0.0	12.5	12.6	2.1%
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	0.0	0.3	0.0	0.0	0.0	0.0	0.0	11.9	12.1	2.0%
Lidl, Eastern Avenue, Lichfield, WS13 6RL	0.0	0.0	0.0	0.4	0.5	0.0	0.0	7.7	8.6	1.4%
Waitrose, Stonnyland Drive, Lichfield, WS13 6RX	0.0	0.0	0.0	0.1	0.0	0.1	0.0	6.6	6.8	1.1%
Sub-total, locations in zone 8	0.2	0.4	0.0	0.7	0.5	0.1	0.0	62.7	64.6	10.9%
TOTAL FOR SURVEY AREA	34.0	53.8	56.8	19.9	40.0	40.4	64.1	75.0	384.1	64.7%
of which, Tamworth Borough (zones 1-4)	33.4	52.7	56.2	19.2	31.5	12.9	19.0	11.3	236.3	39.8%
2. DESTINATIONS OUTSIDE SURVEY AREA										
Aldi, Chester Road, New Oscott, Sutton Coldfield, B73 5DA	0.0	0.0	0.1	0.0	0.0	0.0	5.4	0.0	5.5	0.9%
Aldi, Dnr Road, Castle Gresley, Swadlincote, DE11 9UT	0.0	0.0	0.0	0.0	10.7	0.0	0.0	0.0	10.7	1.8%
Lidl, Kings Road, Sutton Coldfield, B73 5AB	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0	5.9	1.0%
Morrisons Superstore, Coppice Side, Swadlincote, DE11 8HL	0.0	0.0	0.0	0.0	8.3	0.2	0.0	0.0	8.5	1.4%
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.0	0.0	0.0	0.0	9.0	1.4	0.0	0.0	10.4	1.8%
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	0.0	0.0	0.0	0.1	0.0	0.0	10.4	0.0	10.5	1.8%
Tesco Extra, Resolution Rd, Aintree-de-la-Zouch LE65 1TE	0.0	0.0	0.0	0.0	7.5	0.8	0.0	0.0	8.3	1.4%
Other foodstores outside survey area	0.1	0.1	1.1	0.0	8.8	10.6	20.5	6.0	47.2	7.9%
TOTAL FOR OUTSIDE SURVEY AREA	0.1	0.1	1.2	0.1	44.2	13.1	42.3	6.0	107.0	18.0%
3. LOCAL CONVENIENCE GOODS										
Local centres / shops in Tamworth Borough (zones 1-4)	1.5	3.1	4.7	2.5	2.5	0.8	1.6	0.5	17.2	2.9%
Other locations in survey area	0.5	0.7	1.9	0.4	14.8	5.2	30.7	31.3	85.6	14.4%
TOTAL FOR LOCAL CONVENIENCE GOODS	1.9	3.8	6.6	3.0	17.3	6.0	32.3	31.9	102.8	17.3%
OVERALL TOTAL (1+2+3)	36.0	57.6	64.5	23.0	101.5	59.6	138.8	112.9	594.0	100.0%

Notes

Source: NEMS Market Research household telephone survey

Composite convenience shopping patterns (main/top up shopping combined) based on household telephone survey results

Appendix 2 Convenience goods need tabulations - Table CV5d

Tamworth Borough Retail & Town Centre Study 2024

Final plan for Tamworth Borough Council
Appendix: Quantitative convenience goods need assessment

Table CV5d, Convenience goods spending patterns, 2040

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Total available convenience goods spend £m —	35.9	58.1	65.1	23.5	105.8	61.9	139.7	115.9	605.8	100
1. DESTINATIONS IN SURVEY AREA										
Locations in zone 1										
Tamworth town centre - main foodstores										
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	5.7	1.1	1.0	0.6	0.8	0.0	0.0	0.0	9.2	1.5%
Aldi, Saxon Drive, Tamworth, B79 7HY	2.1	3.4	2.6	1.6	1.2	0.1	0.9	0.0	11.9	2.0%
Co-Op Food, Church Street, Tamworth, B79 7DH	1.8	0.8	0.1	0.1	0.2	0.0	0.0	0.0	2.9	0.5%
Farmfoods, Middle Entry, Tamworth, B79 7NJ	1.1	0.5	0.7	0.3	0.1	0.0	0.0	0.0	2.6	0.4%
Iceland, Ankerside Shopping Centre, George Street, Tamworth, B79 7LG	0.1	1.9	0.0	0.1	0.1	0.0	0.0	0.0	2.3	0.4%
Other stores, Tamworth town centre	3.0	3.8	2.9	0.6	1.0	0.3	0.2	1.0	12.9	2.1%
Sub-total, Tamworth town centre foodstores	13.8	11.5	7.3	3.2	3.3	0.4	1.1	1.0	41.7	6.9%
Other locations - main foodstores										
Lidl, Bolebridge Street, Tamworth, B79 7AG	1.2	3.3	0.9	0.2	0.7	0.0	0.0	0.0	6.3	1.0%
Sub-total, other locations in zone 1	1.2	3.3	0.9	0.2	0.7	0.0	0.0	0.0	6.3	1.0%
Sub-total, locations in zone 1 - main foodstores	15.0	14.9	8.1	3.4	4.0	0.4	1.1	1.0	48.0	7.9%
Locations in zone 2										
Co-Op Food, Amington Road, Tamworth, B77 3LN	0.0	2.3	0.0	0.0	0.3	0.0	0.2	0.0	2.7	0.4%
Tesco Express, Tamworth Road, Amington, Tamworth, B77 3DG	0.1	1.0	0.1	0.0	0.0	0.0	0.0	0.0	1.2	0.2%
Sub-total, locations in zone 2	0.1	3.3	0.1	0.0	0.3	0.0	0.2	0.0	3.9	0.7%
Locations in zone 3										
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	0.9	7.7	16.4	1.8	5.9	0.7	5.2	1.1	39.7	6.6%
Aldi, Glascoate Road, Glascoate, Tamworth, B77 2BS	0.8	5.8	7.3	0.3	6.3	1.3	0.0	0.0	21.8	3.6%
Lidl, Tame Valley Industrial Estate, Ninian Way, Wilnecote, Tamworth, B77 5DL	0.0	2.8	4.3	0.2	0.3	0.1	1.7	0.0	9.5	1.6%
Co-Op Food, Glascoate Road, Glascoate, Tamworth, B77 2AF	0.0	1.5	0.4	0.0	0.1	0.0	0.0	0.0	2.0	0.3%
Morrisons Daily, Walsing Street, Two Gates, Wilnecote, Tamworth, B77 5AD	0.1	1.2	1.7	0.1	0.0	0.1	0.0	0.0	3.2	0.5%
Sub-total, locations in zone 3	1.8	19.0	30.1	2.5	12.6	2.2	6.9	1.1	76.2	12.6%
Locations in zone 4										
Sainsbury's, Ventura Park, Bitterscote Drive, Bonehill, Tamworth B78 3HD	6.6	8.1	5.7	4.7	6.7	2.0	5.7	4.4	43.7	7.2%
Asda, Ventura Road, Tamworth, B78 3HB	5.6	4.4	8.6	4.4	4.1	5.8	3.0	1.6	37.5	6.2%
Aldi, Ventura Park Road, Tamworth, B78 3HL	2.2	1.8	3.3	3.7	3.9	2.3	1.8	0.0	19.0	3.1%
Marks and Spencer (M&S), Ventura Retail Park, Tamworth, B78 3JD	1.8	1.7	0.8	0.7	1.2	0.7	0.4	3.5	10.6	1.8%
Iceland, Ventura Retail Park, Tamworth, B78 3JD	0.4	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.8	0.1%
Sub-total, locations in zone 4	16.4	16.0	18.4	13.7	18.0	10.7	10.9	9.5	111.6	18.4%
Locations in zone 5										
Co-Op Food, Shortheath Road, Moira, DE12 6AL	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	3.7	0.6%
Sub-total, locations in zone 5	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	3.7	0.6%
Locations in zone 6										
Aldi, Station Street, Atherstone, CV9 1BU	0.0	0.0	0.1	0.0	4.1	17.4	0.0	0.0	21.6	3.6%
Tesco Superstore, Station Street, Atherstone, CV9 1BU	0.0	0.0	0.0	0.0	0.5	9.9	0.0	0.0	10.5	1.7%
Co-Op Food, Long Street, Atherstone, CV9 1AB	0.0	0.0	0.0	0.0	0.1	1.1	0.0	0.0	1.2	0.2%
Sub-total, locations in zone 6	0.0	0.0	0.1	0.0	4.7	28.4	0.0	0.0	33.2	5.5%
Locations in zone 7										
Asda, Walmley Ash Road, Sutton Coldfield, B76 1XL	0.0	0.6	0.5	0.0	0.0	0.0	19.5	0.0	20.6	3.4%
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield, B75 5BT	0.4	0.0	0.0	0.0	0.0	0.0	18.0	0.0	18.5	3.0%
Aldi, The Parade, Sutton Coldfield, B72 1PL	0.0	0.0	0.0	0.0	0.0	0.0	4.9	1.1	5.9	1.0%
Marks and Spencer (M&S), Penns Lane, Wyvide Green, Sutton Coldfield, B72 1F	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	3.0	0.5%
Sub-total, locations in zone 7	0.5	0.6	0.5	0.0	0.0	0.0	45.4	1.1	48.0	7.9%
Locations in zone 8										
Tesco Extra, Church Street, Lichfield, WS13 6DZ	0.1	0.1	0.0	0.2	0.0	0.0	0.0	24.8	25.2	4.2%
Aldi, Church Street, Lichfield, WS13 6EB	0.1	0.0	0.0	0.0	0.0	0.0	0.0	12.8	12.9	2.1%
Morrisons Superstore, Beacon Street, Lichfield, WS13 7QP	0.0	0.3	0.0	0.0	0.0	0.0	0.0	12.2	12.5	2.1%
Lidl, Eastern Avenue, Lichfield, WS13 6RL	0.0	0.0	0.0	0.4	0.5	0.0	0.0	7.9	8.8	1.5%
Waitrose, Stonnyland Drive, Lichfield, WS13 6RX	0.0	0.0	0.0	0.1	0.0	0.1	0.0	6.7	7.0	1.2%
Sub-total, locations in zone 8	0.2	0.4	0.0	0.7	0.5	0.1	0.0	64.4	66.3	11.0%
TOTAL FOR SURVEY AREA	33.9	54.2	57.3	20.3	41.7	42.0	64.6	77.0	390.9	64.5%
of which, Tamworth Borough (zones 1-4)	33.3	53.1	56.8	19.6	32.8	13.4	19.2	11.6	239.7	39.6%
2. DESTINATIONS OUTSIDE SURVEY AREA										
Aldi, Chester Road, New Oscott, Sutton Coldfield, B73 5DA	0.0	0.0	0.1	0.0	0.0	5.5	0.0	0.0	5.6	0.9%
Aldi, Dnr Road, Castle Gresley, Swadlincote, DE11 9UT	0.0	0.0	0.0	0.0	11.1	0.0	0.0	0.0	11.1	1.8%
Lidl, Kings Road, Sutton Coldfield, B73 5AB	1.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	6.0	1.0%
Morrisons Superstore, Coppice Side, Swadlincote, DE11 8HL	0.0	0.0	0.0	0.0	8.6	0.3	0.0	0.0	8.9	1.5%
Sainsbury's Superstore, Civic Way, Swadlincote, DE11 0AD	0.0	0.0	0.0	0.0	9.4	1.5	0.0	0.0	10.9	1.8%
Tesco Extra, Princess Alice Drive, Sutton Coldfield, B73 6RB	0.0	0.0	0.0	0.1	0.0	10.5	0.0	0.0	10.5	1.7%
Tesco Extra, Resolution Rd, Aintree-de-la-Zouch LE65 1TE	0.0	0.0	0.0	0.0	7.8	0.9	0.0	0.0	8.7	1.4%
Other foodstores outside survey area	0.1	0.1	1.1	0.0	9.1	11.0	20.6	6.2	48.3	8.0%
TOTAL FOR OUTSIDE SURVEY AREA	0.1	0.1	1.2	0.1	46.1	13.6	42.6	6.2	109.8	18.1%
3. LOCAL CONVENIENCE GOODS										
Local centres / shops in Tamworth Borough (zones 1-4)	1.5	3.1	4.8	2.6	2.6	0.8	1.6	0.6	17.5	2.9%
Other locations in survey area	0.5	0.7	1.9	0.4	15.5	5.4	30.9	32.2	87.5	14.4%
TOTAL FOR LOCAL CONVENIENCE GOODS	1.9	3.8	6.6	3.0	18.1	6.3	32.5	32.7	105.0	17.3%
OVERALL TOTAL (1+2+3)	35.9	58.1	65.1	23.5	105.8	61.9	139.7	115.9	605.8	100.0%

Notes

Source: NEMS Market Research household telephone survey

Composite convenience shopping patterns (main/top up shopping combined) based on household telephone survey results

Appendix 2 Convenience goods need tabulations - Table CV6

Tamworth Borough Retail & Town Centre Study 2024
 Firstplan for Tamworth Borough Council
 Appendix: Quantitative convenience goods need assessment

Table CV6, Trading assessment of foodstores in Tamworth Borough against benchmark turnovers

	Gross floorspace (sq.m)	Net floorspace (sq.m)	Net conversion ratio (%)	Net convenience (sq.m)	Average sales density (£ per sq.m)	Benchmark convenience turnover (£m)	Survey-derived turnover (£m) 2024	Inflow (%)	Inflow (£m)	Survey-derived turnover and inflow (£m)	Difference to benchmark conv turnover (£m)
Main foodstores in zone 1											
Tamworth town centre											
Morrisons Superstore, Upper Gungate, Tamworth, B79 7JU	1,304	994	85%	845	12,403	10.5	9.3	0%	0.0	9.3	-1.2
Aldi, Saxon Drive, Tamworth, B79 7HY	1,022	706	80%	565	14,175	8.0	11.5	0%	0.0	11.5	3.5
Co-Op Food, Church Street, Tamworth, B79 7DH	-	400	95%	380	10,895	4.1	2.8	0%	0.0	2.8	-1.3
Farmfoods, Middle Entry, Tamworth, B79 7JU	-	288	95%	274	7,500	1.9	2.6	0%	0.0	2.6	0.7
Island, Arkenside Shopping Centre, George Street, Tamworth, B79 7LG	-	284	95%	269	7,872	2.1	2.1	5%	0.1	2.2	0.0
Other stores, Tamworth town centre	-	2,321	100%	2,321	5,000	11.6	12.5	5%	0.7	13.1	1.5
Other											
Lidl, Bolebridge Street, Tamworth, B79 7AG	1,396	1,063	80%	850	11,152	9.5	5.9	10%	0.7	6.6	-2.9
Sub-total for zone											0.3
Main foodstores in zone 2											
Co-Op Food, Amington Road, Tamworth, B77 3LN	-	250	95%	238	10,895	2.6	2.4	0%	0.0	2.4	-0.1
Tesco Express, Tamworth Road, Amington, Tamworth, B77 3DG	-	250	95%	238	14,148	3.4	1.1	0%	0.0	1.1	-2.2
Sub-total for zone											-2.4
Main foodstores in zone 3											
Morrisons Superstore, Marlborough Way, Tamworth, B77 2NY	6,959	3,435	74%	2,542	12,403	31.5	38.3	5%	2.0	40.3	8.8
Aldi, Glascoke Road, Glascoke, Tamworth, B77 2BS	-	1,254	80%	1,003	14,175	14.2	20.4	0%	0.0	20.4	6.1
Lidl, Tame Valley Industrial Estate, Nisian Way, Wilecote, Tamworth, B77 5DL	2,175	1,740	80%	1,392	11,152	15.5	9.3	0%	0.0	9.3	-6.2
Co-Op Food, Glascoke Road, Glascoke, Tamworth, B77 2AF	-	250	95%	238	10,895	2.6	1.8	0%	0.0	1.8	-0.7
Morrisons Daily, Wadding Street, Tave Gales, Wilecote, Tamworth, B77 5AD	-	250	95%	238	12,403	2.9	3.1	0%	0.0	3.1	0.2
Sub-total for zone											8.1
Main foodstores in zone 4											
Sainsbury's, Ventura Park, Billenscote Drive, Bonehill, Tamworth B78 3HD	7,010	4,449	65%	2,892	14,159	40.9	41.9	10%	4.7	46.6	5.6
Aldi, Ventura Road, Tamworth, B78 3HB	13,528	7,526	55%	4,139	13,956	57.8	36.3	10%	4.0	40.3	-17.5
Aldi, Ventura Park Road, Tamworth, B78 3HE	2,060	1,648	80%	1,318	14,175	18.7	18.1	10%	2.0	20.1	1.4
Maris and Spencer (MS), Ventura Retail Park, Tamworth, B78 3JD	-	805	90%	724	12,869	9.3	10.2	10%	1.1	11.3	2.0
Island, Ventura Retail Park, Tamworth, B78 3JD	980	784	95%	745	7,675	5.7	0.8	5%	0.0	0.8	-4.9
Sub-total for zone											-13.3
TOTAL		28,697		21,210		262.9	230.3			245.6	-7.3
Total for Tamworth Borough											
Total convenience goods floorspace (sq.m net)	21,210										
Benchmark convenience goods turnover (sq.m net)	252.9										
Benchmark convenience goods sales density (sq.m net)	11,924										
Estimated convenience goods turnover (£m)	245.6										
Estimated sales density (£ per sq.m)	11,581										
Notes											
Gross/net sales floorspace derived from IGD, Experian Geod, planning application documentation											
Operator convenience ratios based on operator averages but adjusted by Firstplan where relevant to reflect particular trading characteristics of individual stores											
Operator sales densities provided by GlobalData and are 2023 estimates, adjusted with sales efficiency growth rates from Experian Retail Planner Briefing Note 21											
Inflow estimates based on Firstplan assumptions											

Appendix 2 Convenience goods need tabulations - Table CV7

Tamworth Borough Retail & Town Centre Study 2024

Firstplan for Tamworth Borough Council

Appendix: Quantitative convenience goods need assessment

Table CV7, Convenience goods 'commitments'

Address	TBC Planning Ref	Gross area (sq.m)	Net comparison (sq.m)	Assumed sales density (£ per sq.m) 2024	Estimated turnover 2024 (£m)	Assumed sales density (£ per sq.m) 2029	Estimated turnover 2029 (£m)	Assumed sales density (£ per sq.m) 2034	Estimated turnover 2034 (£m)	Assumed sales density (£ per sq.m) 2040	Estimated turnover 2040 (£m)
NONE IDENTIFIED	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	-	-	-	-

Source: Tamworth Borough Council planning application search.

Appendix 2 Convenience goods need tabulations - Table CV8

Tamworth Borough Retail & Town Centre Study 2024

Firstplan for Tamworth Borough Council

Appendix: Quantitative convenience goods need assessment

Table CV8, Quantitative need for convenience goods floorspace — Tamworth Borough

	2024	2029	2034	2040*
A Residents' spending in Tamworth Borough — main foodstores (£m)	230.3	235.3	236.3	239.7
B Existing shop floorspace in Tamworth Borough — main foodstores (sq.m net)	21,210	21,210	21,210	21,210
C Sales per sq.m net	10,859	11,924	11,995	12,067
D Sales from existing floorspace (£m)	230.3	252.9	254.4	256.0
E Sales from committed floorspace (£m)	0.0	0.0	0.0	0.0
F Residual spending to support new convenience goods floorspace (£m)	0.0	-17.6	-18.1	-16.3
G Sales per sq.m net in new shops (£) (based on large store format)	11,500	11,558	11,627	11,697
H Capacity for new floorspace (sq.m net)	0	-1,523	-1,557	-1,389
I Capacity for new floorspace (sq.m net, rounded)	0	-1,500	-1,600	-1,400

Notes

Rows C and G based on sales efficiency changes as follows: 2024-25: -0.1%; 2025-26: +0.0%; 2026-30: +0.2% (per annum); 2030-40: +0.1% (per annum) (Source: Experian Retail Planner 21 Figure 4a)

*indicative forecasts, should be subject to further review throughout Local Plan period.

Appendix 3

Commercial leisure financial assessment

Appendix 3 Commercial leisure financial assessment - Tables CL1, CL2a, CL2b, CL2c

Tamworth Borough Retail & Town Centre Study 2024
 Feasibility for Tamworth Borough Council
 Appendix: Commercial Leisure Financial Assessment

Table CL1, Population projections

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total
	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons	
2022 (Experian base)	17,393	23,543	33,255	10,168	40,226	25,430	64,665	48,161	262,841
2024 (Study base)	17,742	25,864	32,920	10,550	42,133	26,077	63,795	48,626	267,707
2029 (Interval year)	17,595	29,114	32,823	10,647	46,557	27,181	64,504	49,459	277,880
2034 (Interval year)	17,496	29,136	32,797	10,741	46,414	28,122	65,031	50,338	282,076
2040 (Interval year)	17,392	29,309	33,057	10,942	50,372	29,171	65,363	51,611	287,217
Population change (2024-34)	-246	3,272	-123	191	6,281	2,045	1,236	1,713	14,369
Population change (2024-40)	-350	3,445	137	392	8,239	3,094	1,568	2,985	19,510

Notes: denotes adjusted figures to reflect planned local housing growth in Tamworth urban area
 Source: Experian Micromarketer (2022-based data). Please refer to main report for full details.

Table CL2a, per capita spend on cultural services

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons
2022 (Experian base)	384	373	378	424	437	415	438	461
2023	466	453	458	514	530	504	531	560
2024 (Study base)	460	447	453	507	523	497	524	553
2025	458	445	451	506	521	496	523	551
2026	461	448	454	509	525	498	526	554
2027	466	453	459	515	530	504	532	560
2028	471	458	464	520	536	510	538	566
2029 (Interval year)	476	463	469	526	542	515	544	573
2030	482	468	474	532	548	521	550	579
2031	486	472	478	536	552	525	554	584
2032	489	476	482	540	557	529	558	588
2033	493	479	486	545	561	533	563	593
2034 (Interval year)	497	483	490	549	566	538	567	598
2035	501	487	493	553	570	542	572	602
2036	505	491	497	558	575	546	576	607
2037	509	495	501	562	579	551	581	612
2038	513	499	505	567	584	555	586	617
2039	518	503	509	571	589	560	590	622
2040 (Interval year)	522	507	513	576	594	564	595	627

Notes:
 Expenditure growth rates applied as follows: (Source: Experian Retail Planner Briefing Note 21)
 2022-23 21.30%
 2023-24 -1.30%
 2024-25 -0.30%
 2025-26 0.60%
 2026-30 1.10% per annum
 2030-40 0.80% per annum

Table CL2b, Recreation & sporting services

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons
2022 (Experian base)	158	154	156	186	191	184	210	215
2023	192	187	190	225	232	224	254	261
2024 (Study base)	190	185	187	222	229	221	251	258
2025	189	184	187	221	228	220	250	257
2026	190	185	188	223	230	221	252	258
2027	192	187	190	225	232	224	254	261
2028	194	189	192	228	235	226	257	264
2029 (Interval year)	196	191	194	230	237	229	260	267
2030	199	193	196	233	240	231	263	270
2031	200	195	198	235	242	233	265	272
2032	202	197	199	237	244	235	267	274
2033	203	198	201	238	246	237	269	276
2034 (Interval year)	205	200	203	240	248	239	271	279
2035	207	201	204	242	250	241	274	281
2036	208	203	206	244	252	243	276	283
2037	210	205	208	246	254	244	278	285
2038	212	206	209	248	256	246	280	288
2039	213	208	211	250	258	248	282	290
2040 (Interval year)	215	209	213	252	260	250	285	292

Notes:
 Expenditure growth rates applied as follows: (Source: Experian Retail Planner Briefing Note 21)
 2022-23 21.30%
 2023-24 -1.30%
 2024-25 -0.30%
 2025-26 0.60%
 2026-30 1.10% per annum
 2030-40 0.80% per annum

Table CL2c, Restaurants & cafes

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield
	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons
2022 (Experian base)	1,592	1,478	1,542	1,686	1,637	1,550	1,873	1,916
2023	1,931	1,792	1,870	2,045	1,986	1,890	2,272	2,325
2024 (Study base)	1,906	1,769	1,846	2,018	1,960	1,856	2,242	2,294
2025	1,900	1,764	1,841	2,012	1,955	1,850	2,236	2,287
2026	1,911	1,774	1,852	2,024	1,966	1,861	2,249	2,301
2027	1,932	1,794	1,872	2,047	1,988	1,882	2,274	2,326
2028	1,954	1,814	1,893	2,069	2,010	1,903	2,299	2,352
2029 (Interval year)	1,975	1,834	1,913	2,092	2,032	1,924	2,324	2,378
2030	1,997	1,854	1,934	2,115	2,054	1,945	2,350	2,404
2031	2,013	1,869	1,950	2,132	2,071	1,960	2,369	2,423
2032	2,029	1,884	1,965	2,149	2,087	1,976	2,388	2,443
2033	2,045	1,899	1,981	2,166	2,104	1,992	2,407	2,462
2034 (Interval year)	2,062	1,914	1,997	2,183	2,121	2,008	2,426	2,482
2035	2,078	1,929	2,013	2,201	2,138	2,024	2,445	2,502
2036	2,095	1,945	2,029	2,219	2,155	2,040	2,465	2,522
2037	2,111	1,960	2,045	2,236	2,172	2,056	2,485	2,542
2038	2,128	1,976	2,062	2,254	2,189	2,073	2,504	2,562
2039	2,145	1,992	2,078	2,272	2,207	2,089	2,524	2,583
2040 (Interval year)	2,162	2,008	2,095	2,290	2,225	2,106	2,545	2,604

Notes:
 Expenditure growth rates applied as follows: (Source: Experian Retail Planner Briefing Note 21)
 2022-23 21.30%
 2023-24 -1.30%
 2024-25 -0.30%
 2025-26 0.60%
 2026-30 1.10% per annum
 2030-40 0.80% per annum

Appendix 3 Commercial leisure financial assessment - Tables CL3a, CL3b, CL3c, CL4

Tamworth Borough Retail & Town Centre Study 2024
 Feasibility for Tamworth Borough Council
 Appendix: Commercial Leisure Financial Assessment

Table CL3a, Total spend potential on cultural services

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m
2024 (£m)	8.2	11.6	14.9	5.4	22.0	13.0	33.5	26.9	135.3
2029 (£m)	8.4	13.5	15.4	5.6	25.2	14.0	35.1	28.3	145.5
2034 (£m)	8.7	14.1	16.1	5.9	27.4	15.1	36.9	30.1	154.2
2040 (£m)	9.1	14.9	17.0	6.3	29.9	16.5	38.9	32.4	164.8
<i>Growth in spend potential 2024-34 (£m)</i>	0.5	2.5	1.2	0.5	5.4	2.2	3.4	3.2	18.9
<i>Growth in spend potential 2024-40 (£m) (indicative)</i>	0.9	3.3	2.1	0.9	7.9	3.5	5.4	5.5	29.5

Notes: Table CL1 applied to Table CL2a

Table CL3b, Total spend potential on recreation & sporting services

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m
2024 (£m)	3.4	4.8	6.2	2.3	9.6	5.8	16.0	12.5	60.6
2029 (£m)	3.5	5.6	6.4	2.5	11.0	6.2	16.8	13.2	65.1
2034 (£m)	3.6	5.8	6.6	2.6	12.0	6.7	17.7	14.0	69.0
2040 (£m)	3.7	6.1	7.0	2.8	13.1	7.3	18.6	15.1	73.7
<i>Growth in spend potential 2024-34 (£m)</i>	0.2	1.0	0.5	0.2	2.3	1.0	1.6	1.5	8.4
<i>Growth in spend potential 2024-40 (£m) (indicative)</i>	0.4	1.4	0.9	0.4	3.4	1.5	2.6	2.6	13.2

Notes: Table CL1 applied to Table CL2b

Table CL3c, Total spend potential on restaurants & cafes

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m
2024 (£m)	33.8	45.8	60.8	21.3	82.6	48.4	143.1	111.6	547.3
2029 (£m)	34.8	53.4	62.8	22.3	94.6	52.3	149.9	117.6	587.6
2034 (£m)	36.1	55.8	65.5	23.5	102.7	56.5	157.8	124.9	622.6
2040 (£m)	37.6	58.8	69.2	25.1	112.1	61.4	166.3	134.4	665.0
<i>Growth in spend potential 2024-34 (£m)</i>	2.3	10.0	4.7	2.2	20.1	8.1	14.7	13.4	75.4
<i>Growth in spend potential 2024-40 (£m) (indicative)</i>	3.8	13.1	8.5	3.8	29.5	13.0	23.3	22.8	117.7

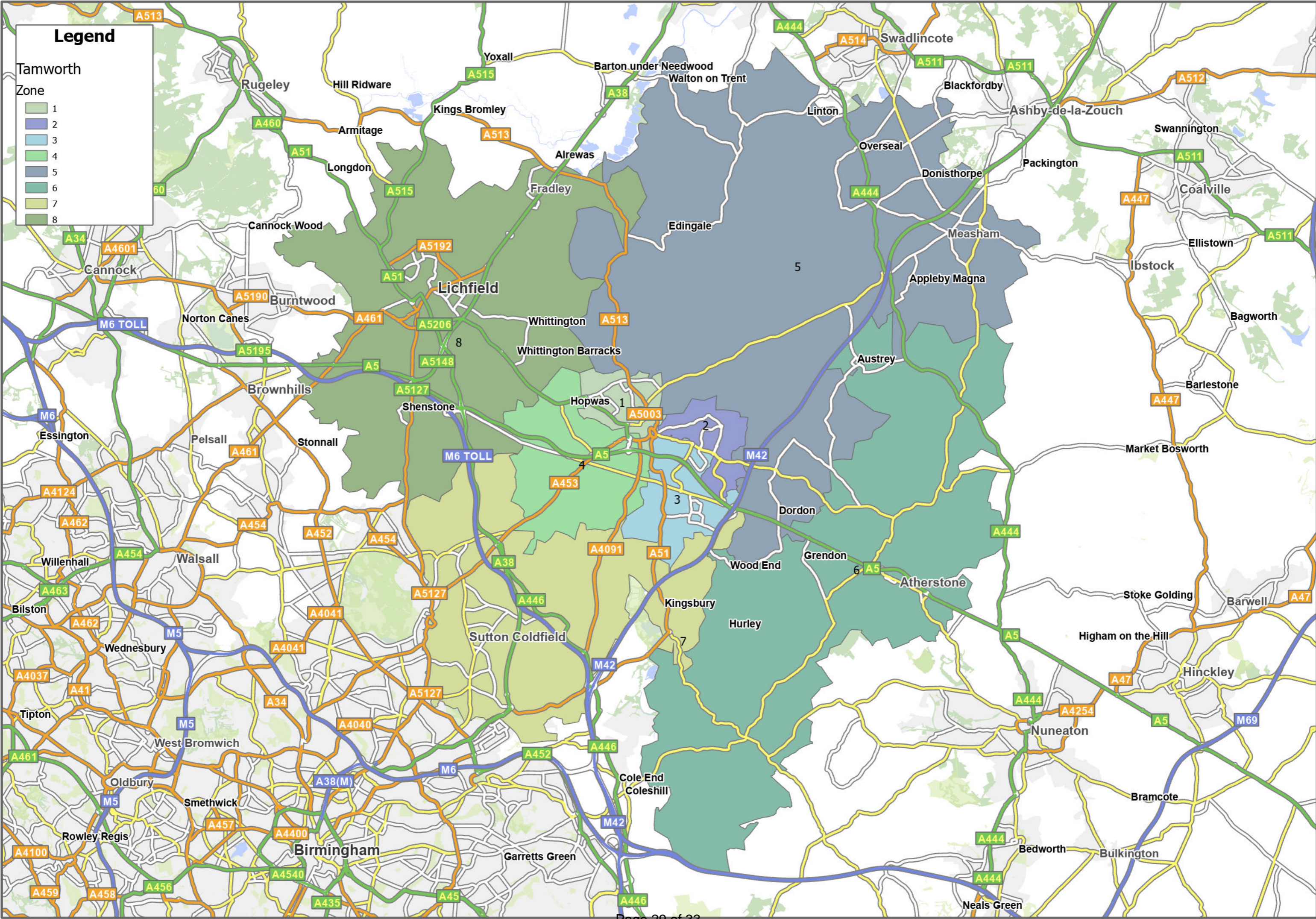
Notes: Table CL1 applied to Table CL2c

Table CL4, Total spend potential on commercial leisure sectors

	Zone 1 - Tamworth West	Zone 2 - Tamworth East	Zone 3 - Tamworth South	Zone 4 - Fazeley	Zone 5 - Rural North	Zone 6 - Atherstone	Zone 7 - Sutton Coldfield	Zone 8 - Lichfield	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total growth in spend potential 2024-34 (£m)	3.0	13.6	6.4	2.9	27.8	11.2	19.8	18.1	102.7
Total growth in spend potential 2024-40 (£m) (indicative)	5.1	17.7	11.4	5.1	40.8	18.1	31.3	30.9	160.4

Notes: sum of Tables CL3a/b/c

Appendix 4
Household survey area plan



Appendix 5
Household survey questions

Appendix 5 - Household survey questions

Tamworth Household Survey 2024

- QA Are you the person responsible, or jointly responsible, for the main food shopping in your household?
- QB Can I please check you are within the study catchment area?
- Q01 Where did your household last undertake a main food and grocery shop?
- Q02 Which online retailer or delivery app did you last use for your main food shopping?
- Q03 When you undertake your main food and grocery shopping at (STORE / CENTRE MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip?
- Q04 Where did your household go the time before that for a main food and grocery shop? *Was it the same, or different, and if so, please specify*
- Q05 Which online retailer or delivery app did you use for that main food shopping trip?
- Q06 Approximately how much money does your household normally spend on a main food and grocery shop?
- Q07 Where did your household last undertake small-scale / top-up food and grocery shopping?
- Q08 Where did your household shop the time before that for small-scale / top-up food and grocery shopping? *Was it the same, or different, and if different please specify*
- Q09 Approximately how much money does your household normally spend on small-scale / top up food and grocery shop?
- Q10 Does your household also spend money on food and groceries in small shops or at local markets?
- Q11 Where are these small shops or local markets located?
- Q12 Approximately how much money does your household spend on food and groceries on a typical trip to these small shops or local markets?
- Q13 How often do you normally visit these other small shops or local markets for food and groceries shopping?
- Q14 Speaking as an individual, can you please tell me where you last made a purchase of clothes or shoes?
- Q15 And the time before that, where did you as an individual go to make a purchase of clothes or shoes?
- Q16 Can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?
- Q17 Can you tell me where your household last made a purchase of DIY and decorating goods?
- Q18 Can you tell me where you or your household last made a purchase of electrical items such as televisions, washing machines and computers?
- Q19 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?
- Q20 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?
- Q21 Can you tell me where you or your household last made a purchase of other non-food items such as books, physical entertainment products e.g. CDs, vinyl or DVD/Blu-Ray, jewellery or china and glass items?
- Q22 When did you last visit Tamworth Town Centre?
- Q23 How long do you normally spend in Tamworth Town Centre when you visit?
- Q24 What is usually the MAIN purpose of your trip to Tamworth Town Centre?
- Q25 When you visit Tamworth Town Centre, what other activities or services do you use?
- Q26 Which of the following statements most closely reflects your use of the market in Tamworth Town Centre?
- Q27 What do you like about Tamworth Town Centre?
- Q28 What do you dislike about Tamworth Town Centre?
- Q29 Thinking about how Tamworth Town Centre may look in the future, how do you think it may need to change so that it's successful?
- Q30 Which of the following local centres do you visit the most?
- Q31 What is usually the main purpose of your trip to (CENTRE MENTIONED AT Q30)?
- Q32 How often do you visit (CENTRE MENTIONED AT Q30)?
- Q33 Do you or your household take part in any of the following leisure / cultural activities?
- Q34 Where do you go most often to visit cafes?

Appendix 5 - Household survey questions

Tamworth Household Survey 2024

Q35 Where do you go most often to visit restaurants / dine out?

Q36 Where do you go most often to visit pubs and bars?

Q37 Which cinema do you visit most often?

Q38 Where do you go most often to visit arts and cultural venues? (e.g. theatre, watching live music or visiting art galleries / exhibitions / museums)

Q39 Which entertainment venues / facilities do you visit most often? (e.g. ten-pin bowling, children's soft play, ice skating, escape rooms, bingo, indoor golf)

Q40 Where do you go most often to visit health & fitness facilities?

GEN Gender of respondent:

AGE Could I ask how old you are please?

