

APPENDIX 1

COMPETING CENTRES KEY INDICATORS

Competing Centres: Key Indicators

Javelin Rank		
Centre	Rank (2006)	Change in Rank position 2005
Norwich	5	↑
Ipswich	43	↓
Cambridge	78	↓
King's Lynn	133	↑
Great Yarmouth	175	↑
Bury St Edmunds	204	↔
Lowestoft	213	↑
Dereham	453	↑
Thetford	506	↓

Source: Venue Score/Javelin 2006

Retail Floorspace	
Centre	sq.m gross
Norwich	207,000 ¹
Ipswich	121,000
Cambridge	120,000
Great Yarmouth	90,000
King's Lynn	87,000
Bury St Edmunds	68,000
Lowestoft	59,000
Thetford	-
Dereham	-

Source: Promis

Comparison Goods Trade Draw %	
Centre	%
Norwich	44.0
Cambridge	-
Great Yarmouth	7.7
Lowestoft	7.6
Dereham	3.6
Thetford	1.4
Bury St Edmunds	0.9
Ipswich	0.9

Comparison Goods Trade Draw £m	
Centre	£m
Norwich	1,020,435
Cambridge	-
Great Yarmouth	179,099
Lowestoft	176,052
Dereham	82,639
Thetford	33,383
Bury St Edmunds	21,849
Ipswich	19,948

¹ This floorspace figure varies from the floorspace as calculated by Norwich CC/ GVA Grimley. We have used the Promis figure here to enable us to compare like with like.

King's Lynn	0.5
<i>Source: GVA Grimley Modelling</i>	
Comparison of Prime Retail Yields (October 2006)	
Centre	%
Ipswich	4.75
Cambridge	5.25
Bury St Edmunds	5.25
Norwich	5.5
Lowestoft	6
King's Lynn	7
Great Yarmouth	7.5
Dereham	8
Thetford	9.5
<i>Source: Valuation Office Agency – Property Market Report</i>	

King's Lynn	12,233
<i>Source: GVA Grimley Modelling</i>	
2006 Rents	
Centre	£ per sq.m
Cambridge	2,583
Norwich	2,260
Ipswich	1,561
Bury St Edmunds	1,130
King's Lynn	915
Lowestoft	807
Great Yarmouth	753
Thetford	484
Dereham	n/a
<i>Source: Colliers In Town Retail Rents 2006</i>	

Retailer Demand October 2006	
Centre	No
Cambridge	175
Norwich	90
Ipswich	77
Bury St Edmunds	59
Lowestoft	31
Great Yarmouth	30
King's Lynn	29
Thetford	16
Dereham	5
<i>Source: Focus</i>	

Distance from Norwich	
Centre	Km (Approximate)
Norwich	-
Great Yarmouth	31.9
Dereham	33.5
Lowestoft	41
Thetford	52.2
Ipswich	70.3
Bury St Edmunds	72.1
King's Lynn	77
Cambridge	105
<i>Source: GVA Grimley</i>	

Competing Centres

Key Town Centre Pipeline Schemes

<p>Ipswich</p> <ul style="list-style-type: none"> One of Ipswich Council's objectives is to protect and enhance Ipswich's status as a shopping centre through consolidation of the existing town centre provision. The most significant scheme in the pipeline for Ipswich is a major retail and leisure development on the eastern edge of the existing retail area. The site is currently being used as a car park. NCP and Helical Retail have been preparing a planning application for some time for c. 29,728 sqm of retail floorspace and 9,011 sqm of leisure floorspace. The development would be called the Mint Quarter and would comprise an open streetscape. Ipswich Council is keen to incorporate a permanent open-air market on the site in order to maintain a reasonable level of convenience floorspace in the town centre. There are also several redevelopment schemes taking place by Ipswich waterfront. For example, Cranfield Mill is being redeveloped as a mixed-use scheme with a hotel and eating and drinking uses. Mixed-use schemes are also under construction at Waterside Works and at the Paul's Malt site and a planning application has been submitted at the St Peter's Port site. A planning application has been submitted for an extension to the Eastgate Shopping Centre to provide an additional net retail floorspace of 1,394 sqm.
<p>Cambridge</p> <ul style="list-style-type: none"> Construction is underway on the Grand Arcade Scheme a major redevelopment of the area around the outmoded John Lewis department store on St Andrews Street. The scheme will create a new two level shopping centre with c.24,619 sqm of net additional retail floorspace. Work is due to be completed in 2008. Planning permission has been granted for further refurbishment work at the Lion Yard Centre including a food court and a link to the Grand Arcade scheme. Work is also underway to redevelop the 1960s Bradwells Court Shopping Centre with a mixed-use scheme with approximately 8,454 sqm of commercial floorspace. Completion is due in 2008 and pre-lets include H&M and Zara.
<p>King's Lynn</p> <ul style="list-style-type: none"> We understand that there are no pipeline schemes for additional retail development at present.
<p>Great Yarmouth</p> <ul style="list-style-type: none"> An application has been submitted to extend the Market Gates Shopping Centre with 5,110 sqm of net additional retail floorspace. Great Yarmouth was chosen as one of the eight preferred locations for a Large casino under the Government's new proposals contained within the 2005 Gambling Act.
<p>Bury St Edmunds</p> <ul style="list-style-type: none"> Construction has started Centros Miller's redevelopment of the Cattle Market site in the town centre. The scheme will extend the town's original medieval grid street pattern and will be anchored by a Debenhams department store. There will be approximately 35 retail units with c.24,619 sqm of net additional retail floorspace, 62 residential units, a new public building and over 850 car parking spaces. Planning consent was granted in February 2005 and the centre is scheduled to open in October 2008. Other pre-lets include Next, H&M, TopShop/TopMan, Wallis, HMV, River Island and New Look. Consultation is taking place for an application on the former Roys of Wroxham site in Bury town centre. The mixed-use scheme will comprise the erection of a retail unit, 84 residential units and new car parking.
<p>Lowestoft</p> <ul style="list-style-type: none"> We understand that there are no pipeline schemes for additional retail development at present.
<p>Dereham</p> <ul style="list-style-type: none"> We understand that there are no pipeline schemes for additional retail development at present.
<p>Thetford</p> <ul style="list-style-type: none"> We understand that there are no pipeline schemes for additional retail development at present, however Thetford has Growth Point Status in the East of England RSS and thus it is likely that retail development could occur in the future.

Source: Promis and discussions with local authorities

Competing Centres: Retailer Representation

Centre	RSS	Shopping Centre	Other Key Anchors	Department Stores
Norwich	Major Regional Centre	<ul style="list-style-type: none"> Chapelfields (2005) 49,980 sqm. House of Fraser. Castle Mall (1993) 12,820 sqm. Boots, Virgin, Peacocks, New Look, Argos 	Marks & Spencer Next Primark Mango Zara Austin Reed Russell & Bromley	John Lewis Debenhams House of Fraser Jarrolds Co-Op Department Stores
Ipswich	Major Regional Centre	<ul style="list-style-type: none"> Buttermarket (1992) 24,154 sqm. TJ Hughes, TK Maxx, Bhs Tower Ramparts (1985) 12,356 sqm. TopShop, Warehouse, The Post Office 	Marks & Spencer Bhs Gap Waterstones	Debenhams TJ Hughes Co-Op Department Stores
Cambridge	Major Regional Centre	<ul style="list-style-type: none"> Lion Yard (1975) 11,055 sqm. Currys, Game, HMV, SportsWorld Grafton Centre (1983, - refurbished and extended in 1995 and 2005) 38,461 sqm. Bhs, Debenhams, Boots, Next, Vue Cinema 	Marks & Spencer Bhs Gap FatFace Monsoon	Debenhams John Lewis (Robert Sayle)
King's Lynn	Regional Centre	<ul style="list-style-type: none"> Vancouver Centre (1967 – redeveloped in 2005) 37,160 sqm. Argos, Co-Op, Iceland, Sainsburys, TK Maxx, Westgate Co-Op Department Store. New Conduit Street (1969) 5,574 sqm 	Marks & Spencer Bhs	Debenhams Westgate Co-Op
Great Yarmouth	Regional Centre	<ul style="list-style-type: none"> Market Gates Centre (1973) 14,864 sqm 	Marks & Spencer Bhs Woolworths	Co-Op Department Store
Bury St Edmunds	Regional Centre	<ul style="list-style-type: none"> Cornhill Walk (1988) 4,459 sqm. JJB Sports, Principles. 	Marks & Spencer Palmers Woolworths	None
Lowestoft	Other Towns and Market Towns	<ul style="list-style-type: none"> Britten Centre (1987) 10,033 sqm. Bhs. 	Marks & Spencer Bhs Chadds Woolworths	Co-Op Department Store
Dereham	Other Towns and Market Towns	<ul style="list-style-type: none"> Chapel Walks & Wright Walks (2005) 6,968 sqm. Wilkinson, QD Stores, Peacocks, Mackays. 	Boots Argos Woolworths New Look Wilkinson	None
Thetford	Other Towns and Market Towns	<ul style="list-style-type: none"> None 	Boots Argos WH Smith New Look	None

Source: Promis/EGI/GVA Grimley

APPENDIX 2

TRADING INFLUENCE OF COMPETING CENTRES

NORWICH SUB REGION RETIL AND TOWN CENTRES STUDY

**TABLE 1
COMPARISON GOODS ALLOCATION 2007
% MARKET SHARE**

RETAIL LOCATION	ZONE 1 %	ZONE 2 %	ZONE 3 %	ZONE 4 %	ZONE 5 %	ZONE 6 %	ZONE 7 %	ZONE 8 %	ZONE 9 %	ZONE 10 %	ZONE 11 %	ZONE 12 %	ZONE 13 %	ZONE 14 %	ZONE 15 %	ZONE 16 %	ZONE 17 %	ZONE 18 %	ZONE 19 %	ZONE 20 %	ZONE 21 %	ZONE 22 %	ZONE 23 %	ZONE 24 %	ZONE 25 %	ZONE 26 %	ZONE 27 %	ZONE 28 %	ZONE 29 %	ZONE 30 %
1 NORWICH	70.9	74.8	69.8	73.6	61.0	54.5	65.3	53.4	44.1	52.2	77.8	64.6	71.6	64.2	79.4	54.4	11.4	38.6	40.0	22.4	36.2	40.1	18.7	39.0	71.9	39.5	44.9	8.4	27.8	11.9
2 GREAT YARMOUTH	0.0	0.0	0.8	0.1	0.3	0.0	1.3	0.0	10.8	1.8	0.7	0.7	0.0	0.8	0.8	6.7	61.6	35.3	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	3.2
3 LOWESTOFT	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	7.7	1.7	0.2	0.3	0.0	0.7	0.0	0.2	0.0	0.0	0.0	4.6	0.5	23.0	66.1	
4 DEREHAM	0.1	1.2	0.0	0.2	0.4	0.0	0.0	0.3	0.0	0.0	0.6	1.9	2.6	5.0	0.0	0.0	0.0	1.9	7.7	48.4	13.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5 IPSWICH	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.2	0.0	2.6	0.9	39.6	1.3	0.2	
6 THETFORD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	38.9	7.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
7 BURY ST EDMUNDS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	18.2	10.5	0.6	2.5	0.0	3.4	0.0	0.0	
8 KING'S LYNN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	16.9	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
9 HARLESTON	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.5	19.7	1.5	0.4	0.0	
10 DISS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	18.9	6.3	36.5	8.1	19.6	0.2	0.0		
11 AYLSHAM	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	10.6	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
12 WYMONDHAM	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.8	0.7	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	3.2	0.3	0.0	0.3	0.0	0.0	
SUB-TOTAL	71.2	76.3	70.6	74.2	62.0	55.0	66.6	53.7	54.9	53.9	79.0	77.7	74.2	82.9	81.6	68.8	74.7	74.1	43.5	47.0	85.3	57.1	77.7	76.7	82.1	83.8	78.2	73.3	55.0	81.4
Other	28.8	23.7	29.4	25.8	38.0	45.0	33.4	46.3	45.1	46.1	21.0	22.3	25.8	17.1	18.4	31.2	25.3	25.9	56.5	53.0	14.7	42.9	22.3	23.3	17.9	16.2	21.8	26.7	45.0	18.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Source: Household Survey, January 2007

**TABLE 2
COMPARISON GOODS ALLOCATION 2007
SPEND (£)**

RETAIL LOCATION	ZONE 1 (£000)	ZONE 2 (£000)	ZONE 3 (£000)	ZONE 4 (£000)	ZONE 5 (£000)	ZONE 6 (£000)	ZONE 7 (£000)	ZONE 8 (£000)	ZONE 9 (£000)	ZONE 10 (£000)	ZONE 11 (£000)	ZONE 12 (£000)	ZONE 13 (£000)	ZONE 14 (£000)	ZONE 15 (£000)	ZONE 16 (£000)	ZONE 17 (£000)	ZONE 18 (£000)	ZONE 19 (£000)	ZONE 20 (£000)	ZONE 21 (£000)	ZONE 22 (£000)	ZONE 23 (£000)	ZONE 24 (£000)	ZONE 25 (£000)	ZONE 26 (£000)	ZONE 27 (£000)	ZONE 28 (£000)	ZONE 29 (£000)	ZONE 30 (£000)	TOTAL (£000)	Market Share of Survey Area (%)
1 NORWICH	45,418	58,413	60,438	40,518	36,388	34,022	45,145	19,837	16,388	16,019	30,568	32,661	47,158	50,155	50,459	21,778	21,572	31,261	63,715	12,137	36,489	33,838	12,708	19,067	27,293	17,298	9,072	3,158	31,457	23,686	948,116	44.0
2 GREAT YARMOUTH	0	0	732	46	158	0	922	0	3,998	548	269	335	0	661	480	2,699	116,258	28,596	414	0	0	186	0	0	0	0	0	0	2,684	6,411	165,398	7.7
3 LOWESTOFT	155	0	0	0	158	0	0	0	0	0	0	0	0	154	3,076	3,219	150	551	0	739	0	165	0	0	0	932	205	26,067	131,256	166,826	7.7	
4 DEREHAM	49	910	0	134	243	0	0	115	0	226	947	1,727	3,935	0	0	0	0	2,986	4,200	48,790	11,048	0	0	0	0	0	0	0	0	0	75,309	3.5
5 IPSWICH	0	0	0	0	0	152	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	165	563	0	1,142	189	14,854	1,438	336	18,839	0.9	
6 THETFORD	0	0	0	0	0	0	0	0	0	0	0	0	54	0	0	0	0	0	0	0	1,294	26,441	3,439	0	356	0	0	0	0	31,584	1.5	
7 BURY ST EDMUNDS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	492	12,369	5,151	230	1,104	0	1,271	0	0	20,616	1.0	
8 KING'S LYNN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,007	9,139	0	1,165	0	0	0	0	0	0	0	0	0	11,310	0.5	
9 HARLESTON	0	0	0	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	59	664	3,973	545	399	0	5,742	0.3	
10 DISS	0	0	0	0	0	0	0	0	0	0	0	0	0	333	0	0	0	0	0	0	385	9,265	2,386	15,970	1,643	7,345	257	0	37,585	1.7		
11 AYLSHAM	0	0	0	79	0	164	0	0	0	0	5,354	0	0	0	0	0	0	551	0	0	523	0	0	0	0	0	0	0	0	6,671	0.3	
12 WYMONDHAM	0	189	0	0	0	0	0	0	0	0	0	9,966	436	0	0	0	0	0	0	0	202	0	0	1,196	135	0	124	0	12,248	0.6		
SUB-TOTAL	45,622	59,513	61,171	40,878	36,947	34,338	46,067	19,952	20,386	16,566	31,064	39,297	48,884	64,771	51,862	27,553	141,050	60,008	69,223	25,475	86,018	48,225	52,755	37,484	31,164	36,671	15,809	27,502	62,301	161,689	1,500,245	69.6
Other	18,440	18,533	25,443	14,198	22,666	28,124	23,099	17,204	16,751	14,148	8,242	11,295	16,981	13,368	11,661	12,516	47,689	20,979	90,019	28,740	14,804	36,257	15,158	11,409	6,801	7,096	4,403	10,043	51,008	37,032	654,109	30.4
TOTAL	64,062	78,046	86,613	55,076	59,612	62,462	69,166	37,156	37,137	30,715	39,306	50,593	65,865	78,139	63,523	40,069	188,739	80,987	159,243	54,215	100,822	84,483	67,913	48,894	37,965	43,767	20,213	37,545	113,309	198,721	2,154,354	100.0

APPENDIX 3

HEALTH CHECK METHODOLOGY

MEASURING VITALITY & VIABILITY: HEALTH

CHECK INDICATORS EXPLANATORY NOTE

GVA Grimley has undertaken qualitative assessments of the main shopping centres across the study area. In order to measure the vitality and viability of town centres and how this is changing over time, PPS6 (chapter 4) advises local authorities to regularly collect information on a range of key performance indicators as follows:

- **Diversity of main town centre uses:** To assess this we have drawn on Experian Goad surveys and the Council's own audits where available. Where neither of these sources have been available we have undertaken our own audits. It should be noted that all surveys and audits are based on the identified town centre boundaries set out in the relevant Development Plan. As a result the final estimated floorspace figures may not fully accord with published Goad figures due to discrepancies between Goad survey areas and town centre boundaries.
- **Retailer representation:** This examined the number and the types of retailers in a centre. For example the proportion of convenience retailers, comparison retailers, national multiples¹ etc.
- **Vacancies:** Vacancies can arise even in the strongest town centres and this indicator should be used with care. Conversely, the absence of any vacancies can be a symptom of an under provision of space, restricting new and existing retailers in the centre from securing new or enhanced representation.
- **Retailer demand:** Focus Property Intelligence provides a database of retailers with a requirement to locate in a specific town centre. Although the figures are a useful guide they should be treated with a degree of caution as some retailers (food retailer particularly) do not publish their requirements due to commercial sensitivities. The data set does provide a good indication of the attractiveness and market interest in a centre at the present time. However, it is possible to stimulate retailer, developer and investor interest through appropriate proposals, commitments and new development.
- **Prime Zone A retail rents:** The level of rent which retailers are prepared to pay is an indication of the relative strength of a centre as a shopping location and the strength of

different retail pitches. Other factors, such as the availability of floorspace may also impact on rental value. Rents are published by Colliers CRE.

- **Commercial yields:** These demonstrate the confidence of investors in the long-term profitability of a centre for retail, office and other commercial developments. For the purposes of this assessment we have used the yield data published by the Valuation Office Agency.
- **Accessibility:** This provides a measure of the ease and convenience of access by a choice of means of travel, including - the quality, quantity and type of car parking; the frequency and quality of public transport; and the quality of provision for pedestrians, cyclists and disabled people.
- **Pedestrian flows:** Provide a key indicator of the vitality of shopping streets, measured by the numbers and movement of people across different parts of a centre a different times of the day and evening. We commissioned footfall surveys for Norwich City Centre which were undertaken by PMRS. We have also carried out site visits of all the other centres not surveyed by PMRS to allow us to make a judgement as to the relative distribution of footfall across these centres and their shopping streets.
- **Customer and residents views and behaviour:** PPS6 encourages the use of regular surveys to provide baseline information to help authorities in maintaining and evaluating the effectiveness of town centre improvements and policies, and in setting further priorities. We have drawn on in-centre surveys to establish people's attitudes, likes and dislikes of a centre. In this case we commissioned in-centre surveys across the larger retail centres. A bespoke survey was designed for this study and 400 interviews were carried out in Norwich city centre along with an additional 100 in Riverside, Anglia Square, Aylsham, Wymondham, Diss and Harleston. NEMS Market Research undertook these face-to-face interviews between Monday 29th of January and Saturday 24th February 2007. Interviews were split between weekdays and weekends. Full results of these surveys can be found at appendix 6.
- **Perception of safety and occurrence of crime:** PPS6 advises that information and views on safety and security should be maintained, as well as the evening and night time economy. There is limited published data available on crime and safety available and so we have drawn on the findings of the in-centre surveys to highlight people's perception of crime and safety in a town centre. We have also drawn on data published by the individual Councils where available.

¹ A multiple retailer is defined as being part of a network of nine or more outlets and can be an indicator of the attraction of the retail offer in a centre.

- **Environmental quality:** This includes information on problems such as noise, litter and graffiti as well as positive factors such as trees and landscaping.

APPENDIX 4

RETAILER REQUIREMENTS

Retailer Requirements: Norwich

	Name	Type	Retail Category	Min Req (sqm)	Max Req (sqm)
1	Costco Wholesale	Wholesale	Convenience	Unknown	Unknown
2	Iceland Foods	Frozen Food	Convenience	604	697
3	Oddbins	Off Licence	Convenience	74	139
SUB TOTAL CONVENIENCE				678	836
1	Animal	Sportswear/Luggage/Accessories	Comparison	139	232
2	Art Company	Picture Framing	Comparison	56	139
3	Austin Reed	Menswear	Comparison	232	372
4	B&Q	DIY/Hardware/Garden Centres	Comparison	9,290	9,290
5	Barnardos	Charity Shop	Comparison	37	279
6	Billabong	Clothing	Comparison	279	465
7	BO Concept	Furniture	Comparison	743	1,301
8	Bookworld	Booksellers	Comparison	111	279
9	Brighthouse	Video/Hi-Fi/Audio-Visual	Comparison	93	186
10	Carphone Warehouse	Mobile Phones	Comparison	46	139
11	CEX	Games/Toys/Computer Software	Comparison	23	279
12	Confetti	Gift Shop/Fancy Goods	Comparison	139	279
13	Cotswold Outdoor	Clothing/Camping Equipment	Comparison	697	1,394
14	De Montfort Fine Art	Publishing	Comparison	46	116
15	Divertimenti	Electrical/Durable Goods	Comparison	163	279
16	Ex Stores	Sports and Leisurewear	Comparison	232	465
17	Floors 2 Go	Carpets/Flooring	Comparison	232	465
18	Fopp Records	Records/CDs/Videos	Comparison	279	929
19	Gerry Weber	Womenswear	Comparison	300	500
20	Glyn Webb	Decorating Goods/DIY	Comparison	1,394	1,858
21	HPJ Retailing	Jewellery/Watches	Comparison	74	111
22	Jo Malone	Cosmetics/Toiletries	Comparison	46	139
23	Johnson Health Technology	Sports Shops	Comparison	232	279
24	Joy	Womenswear	Comparison	279	372
25	Krisp Clothing	Womenswear	Comparison	116	139
26	Lasercare Clinics	Cosmetics/Toiletries	Comparison	139	372
27	Leia	Hoisery/Lingerie	Comparison	121	186
28	Lombok	Furniture	Comparison	325	790
29	Mappin and Webb	Jewellery/Watches	Comparison	139	186
30	Matalan	Household Accessories/Clothing	Comparison	1,858	3,252
31	Mexx	Menswear	Comparison	325	743
32	Moda in Pelle	Shoe Shops	Comparison	28	111
33	Muse	Gifts/Variety Store	Comparison	56	65
34	Music Zone	Records/CDs/Videos	Comparison	149	325
35	New Heights	Furniture	Comparison	232	1,115
36	Palenque	Jewellery/Watches	Comparison	56	93
37	Peacocks	Department Stores	Comparison	465	1,394
38	Ponden Mill	Household Linens	Comparison	139	279
39	Priceless Shoes	Shoe Shops	Comparison	139	186
40	Pulse Perfumes	Perfumes and Cosmetics	Comparison	186	302
41	Quiksilver	Sports Shops	Comparison	186	372
42	Raspberry Village	Furniture	Comparison	372	1,394
43	Robery Dyas	Ironmongers/Hardware	Comparison	232	279
44	Running Bare	Womenswear/Sports and Leisure	Comparison	37	93
45	Swarovski	Jewellery/Watches	Comparison	Unknown	Unknown
46	Tchibo	Consumer Goods	Comparison	74	139
47	TJ Hughes	Department Stores	Comparison	4,645	9,290
48	TK Maxx	Variety/Discount	Comparison	1,394	3,716
49	Trespass	Clothing	Comparison	93	186
50	Ulla Popken	Clothing	Comparison	93	204
51	Watches of Switzerland	Jewellery/Watches	Comparison	84	84
SUB TOTAL COMPARISON				26,846	45,436

Retailer Requirements: Norwich

1	ASK Central	Café/Bar/Restaurant	Service	232	465
3	Caffe Nero	Café/Bar/Restaurant	Service	70	116
4	City Gent	Hairdressers/Beauticians	Service	46	65
5	Costa	Café/Bar/Restaurant	Service	70	186
6	Eat The Real Food Company	Restaurant	Service	70	232
7	Elbow Rooms	Café/Bar/Restaurant	Service	372	929
8	Ember Inns	Public House	Service	650	650
9	Everyday Loans	Financial	Service	70	167
10	Gourmet Burger Kitchen	Fastfood/Takeaway	Service	139	186
11	Gourmet Joes NY Pretzels	Bakers/Pretzels	Service	9	56
12	Harriets	Café/Bar/Restaurant	Service	186	372
13	Harvester	Restaurant	Service	743	743
14	Jordans Residential	Residential Lettings	Service	46	93
15	Novus Leisure	Hairdressers/Beauticians	Service	372	557
16	O'Neils	Public House	Service	84	111
17	Pizza Express		Service	232	465
18	Pizza Hut	Café/Bar/Restaurant	Service	79	372
19	Safestore	Service Specialist	Service	1,394	4,645
20	Shakeaway	Florists	Service	56	56
21	Speedy	Tool Hire	Service	465	743
22	Starbucks	Café/Bar/Restaurant	Service	65	167
23	Toby Carvery	Café/Bar/Restaurant	Service	650	650
24	Toni and Guy	Hairdressers/Beauticians	Service	74	111
25	Vintage Inns	Public House	Service	650	650
26	Zizzi	Café/Bar/Restaurant	Service	279	465
27	Zumo	Café/Bar/Restaurant	Service	9	56
SUB TOTAL SERVICE				7,111	13,308
1	Car Shop	Car Dealers	Other	0	0
2	De Vere Hotels	Hotel	Other	12,142	14,167
3	Esporta Health and Fitness	Fitness Clubs	Other	4,645	7,897
4	Goals Soccer Centres	Leisure/Sports	Other	9,290	9,290
5	Golden Tulip Hotels	Hotel	Other	3,716	5,574
6	Holiday Inn	Hotel	Other	Unknown	Unknown
7	Innkeepers Lodge	Hotel	Other	929	929
8	McKenzie Group Ltd	Discos/Leisure Facilities	Other	1,115	2,787
9	Storage King	Self Storage	Other	1,858	1,858
SUB TOTAL OTHER				33,695	42,502
TOTAL				68,331	102,081

Retailer Requirements: Diss

	<i>Name</i>	<i>Type</i>	<i>Retail Category</i>	<i>Min Req (sqm)</i>	<i>Max Req (sqm)</i>
1	Farmfoods	Supermarkets	Convenience	465	743
2	Iceland	Frozen Foods	Convenience	604	697
SUB TOTAL CONVENIENCE				1,068	1,440
1	Edinburgh Wollen Mill	Knitwear	Comparison	163	209
2	Halfords	Motor Accessories	Comparison	325	929
3	InStore	Variety Stores	Comparison	93	372
4	Peacocks	Clothing	Comparison	465	1394
5	Priceless Shoes	Shoe Shops	Comparison	139	186
6	Shoe Zone	Shoe Shops	Comparison	167	232
7	Size Up	Clothing	Comparison	139	186
8	Specsavers	Opticians	Comparison	93	186
SUB TOTAL COMPARISON				1,584	3,693
1	JD Wetherspoon	Public House	Service	93	1,394
SUB TOTAL SERVICE				93	1,394
TOTAL				2,745	6,526

Retailer Requirements: Wymondham

<i>Name</i>	<i>Type</i>	<i>Retail Category</i>	<i>Min Req (sqm)</i>	<i>Max Req (sqm)</i>
1 Farmfoods	Supermarkets	Convenience	465	743
<i>SUB TOTAL CONVENIENCE</i>			465	743
<i>TOTAL</i>			465	743

APPENDIX 5

NORWICH CITY CENTRE PARKING PROVISION

Norwich Parking Planner



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If you require this leaflet in another format or language please contact Norwich City Council, City Hall, Norwich, NR2 1NH. Telephone: 01603 212212.



For information on opening times, car park charges and disabled parking arrangements please visit www.norwich.gov.uk or phone 01603 212212



For more information on Park & Ride services please phone Norfolk County Council on 0844 800 8003



NORWICH City Council

APPENDIX 6

NORWICH IN-CENTRE SURVEY RESULTS

In Centre Survey Results

What is the main purpose of your visit here today?	Riverside	Anglia Square	Norwich City Centre
Non-food shopping (e.g. electrical, household goods, clothes & shoes)	26%	41%	44%
Food shopping (not take-away, café, restaurant)	11%	21%	9%
Work / business	4%	7%	9%
Financial services (e.g. banks, building societies, accountants)	0%	6%	3%
Browsing	8%	6%	5%
Socialising	4%	3%	5%
Window Shopping	2%	0%	5%
Personal services (e.g. hairdressers, nail bar, beauty salon)	0%	6%	3%
Other	3%	3%	2%
Eating or drinking out	1%	2%	3%
Visiting the Market	0%	0%	1%
Other services (e.g. travel agents, estate agents)	0%	2%	2%
Tourism / sight seeing	1%	1%	1%
Specific shop	22%	1%	0%
Education	0%	0%	2%
Walking	3%	0%	0%
Job Centre	0%	2%	1%
Cinema	1%	2%	1%
Theatre	0%	0%	1%
Library	1%	0%	1%
Bowling	1%	0%	0%
(Don't know)	7%	0%	5%
(No particular purpose)	3%	0%	1%

How did you travel here today ?	Riverside	Anglia Square	Norwich City Centre
Car	68%	47%	36%
Bus	6%	17%	27%
Park & Ride	2%	7%	8%
Train	1%	0%	3%
Taxi	1%	0%	0%
Walk	21%	27%	20%
Cycle	0%	2%	4%
Motorcycle	1%	1%	2%

How long did this take you ?	Riverside	Anglia Square	Norwich City Centre
Under 10 minutes	19%	19%	14%
10 – 20 minutes	37%	43%	42%
21 – 30 minutes	29%	21%	24%
31 minutes – 1 hour	10%	10%	17%
Over 1 hour	5%	7%	4%

What else, if anything, will you be doing here today ?	Riverside	Anglia Square	Norwich City Centre
Non-food shopping (e.g. electrical, household goods, clothes etc)	14%	18%	20%
Food shopping (not take-away, café, restaurant)	14%	24%	11%
Eating or drinking out	7%	15%	26%
Browsing	8%	11%	8%
Window Shopping	1%	11%	10%
Financial services (e.g. banks, building societies, accountants)	4%	8%	6%
Visiting the Market	3%	9%	6%
Socialising	4%	2%	6%
Other	7%	2%	2%
Work / business	2%	1%	3%
Specific shop	12%	0%	1%
Personal services (e.g. hairdressers, nail bar, beauty salon)	1%	1%	1%
Other services (e.g. travel agents, estate agents)	0%	2%	1%
Cinema	1%	2%	2%
Library	0%	0%	1%
Tourism / sight seeing	2%	0%	1%
Education	0%	0%	1%
Theatre	1%	0%	0%
(Nothing else)	29%	23%	18%
(Don't know)	2%	7%	8%

How long do you intend to spend here shopping and on leisure activities today?	Riverside	Anglia Square	Norwich City Centre
Less than 10 minutes	5%	7%	3%
11 – 20 minutes	4%	7%	4%
21 – 30 minutes	19%	13%	5%
31 – 40 minutes	7%	1%	3%
41 – 50 minutes	3%	2%	2%
51 – 60 minutes	13%	19%	10%
1hr – 1.5hrs	16%	14%	8%
Over 1.5 – 2hrs	5%	13%	15%
Over 2 – 3 hrs	14%	11%	25%
Over 3 – 4 hrs	8%	4%	12%
Over 4 – 5 hrs	0%	2%	6%
Over 5 hrs +	5%	2%	8%
(Don't know)	0%	7%	2%

How much have you spent or expect to spend in the shops today on food items? Those who are food shopping	Riverside	Anglia Square	Norwich City Centre
Nothing	7%	5%	7%
Less than £6	27%	20%	35%
£6-£10	20%	30%	29%
£11-£15	7%	13%	6%
£16-£20	7%	8%	10%
£21-£25	0%	3%	2%
£26-£30	10%	9%	3%
£31-£35	3%	0%	1%
£36-£40	3%	0%	1%
£41-£45	0%	0%	0%
£46-£50	7%	0%	0%
£51-£60	7%	2%	1%
£61-£70	0%	0%	1%
£71-£80	3%	2%	1%
£81-£90	0%	2%	0%
(Refused / don't know)	0%	8%	5%

How much have you spent or expect to spend in the shops today on non food items? Those who are non food shopping	Riverside	Anglia Square	Norwich City Centre
Nothing	11%	4%	10%
Less than £6	6%	16%	8%
£6-£10	16%	14%	11%
£11-£15	6%	10%	5%
£16-£20	8%	10%	11%
£21-£25	8%	4%	5%
£26-£30	14%	7%	5%
£31-£35	1%	3%	1%
£36-£40	4%	3%	6%
£41-£45	4%	1%	2%
£46-£50	3%	1%	4%
£51-£60	3%	1%	4%
£61-£70	3%	0%	2%
£71-£80	1%	1%	0%
£81-£90	1%	0%	0%
£91-£100	4%	1%	4%
£101- £150	0%	0%	3%
£151 – £200	0%	0%	1%
Over £200	1%	0%	3%
(Refused / don't know)	6%	25%	12%

How often do you visit here, for the following reasons? Shopping	Riverside	Anglia Square	Norwich City Centre
Everyday / most days	7%	8%	8%
2-3 times a week	14%	19%	18%
Once a week	19%	24%	25%
Once a fortnight	14%	11%	16%
Once a month	20%	13%	16%
Once every 3 months	8%	7%	10%
Once every 6 months	4%	6%	2%
Once a year	5%	2%	1%
Less often	4%	5%	3%
Never	4%	4%	1%
(Don't know)	0%	1%	1%

Late Night Shopping	Riverside	Anglia Square	Norwich City Centre
Everyday / most days	1%	0%	0%
2-3 times a week	0%	2%	0%
Once a week	0%	2%	2%
Once a fortnight	1%	1%	2%
Once a month	10%	2%	3%
Once every 3 months	2%	0%	5%
Once every 6 months	1%	2%	4%
Once a year	9%	6%	3%
Less often	4%	10%	11%
Never	70%	73%	70%
(Don't know)	1%	3%	2%

Financial Services(Banks etc)	Riverside	Anglia Square	Norwich City Centre
Everyday / most days	2%	0%	2%
2-3 times a week	2%	3%	5%
Once a week	9%	19%	19%
Once a fortnight	5%	4%	7%
Once a month	12%	23%	12%
Once every 3 months	0%	4%	4%
Once every 6 months	1%	1%	2%
Once a year	2%	2%	0%
Less often	2%	4%	8%
Never	62%	37%	41%
(Don't know)	2%	5%	2%

Personal Services(Hairdresser, salon, etc)	Riverside	Anglia Square	Norwich City Centre
Everyday / most days	0%	0%	0%
2-3 times a week	0%	0%	1%
Once a week	1%	3%	1%
Once a fortnight	0%	1%	3%
Once a month	3%	10%	11%
Once every 3 months	9%	7%	13%
Once every 6 months	2%	1%	3%
Once a year	0%	1%	1%
Less often	3%	7%	7%
Never	79%	65%	60%
(Don't know)	2%	5%	1%

Day time eating / drinking	Riverside	Anglia Square	Norwich City Centre
Everyday / most days	5%	0%	4%
2-3 times a week	7%	5%	11%
Once a week	7%	15%	14%
Once a fortnight	2%	2%	12%
Once a month	12%	13%	18%
Once every 3 months	8%	5%	8%
Once every 6 months	7%	7%	4%
Once a year	4%	0%	1%
Less often	2%	7%	5%
Never	44%	44%	23%
(Don't know)	0%	3%	1%

Night time eating / drinking	Riverside	Anglia Square	Norwich City Centre
Everyday / most days	2%	0%	1%
2-3 times a week	2%	1%	6%
Once a week	4%	5%	7%
Once a fortnight	5%	1%	6%
Once a month	14%	4%	14%
Once every 3 months	5%	7%	8%
Once every 6 months	6%	4%	7%
Once a year	4%	0%	1%
Less often	3%	7%	9%
Never	54%	72%	41%
(Don't know)	0%	1%	1%

Leisure(eg, Cinema, Bingo, Bowling) in the daytime	Riverside	Anglia Square	Norwich City Centre
Everyday / most days	1%	0%	1%
2-3 times a week	0%	0%	1%
Once a week	1%	2%	4%
Once a fortnight	4%	3%	3%
Once a month	5%	4%	8%
Once every 3 months	10%	6%	9%
Once every 6 months	9%	6%	7%
Once a year	7%	2%	2%
Less often	2%	8%	10%
Never	58%	69%	52%
(Don't know)	2%	1%	3%

Leisure(eg, Cinema, Bingo, Bowling) in the evening	Riverside	Anglia Square	Norwich City Centre
Everyday / most days	1%	0%	0%
2-3 times a week	0%	0%	2%
Once a week	1%	1%	6%
Once a fortnight	9%	2%	6%
Once a month	9%	6%	11%
Once every 3 months	18%	9%	14%
Once every 6 months	14%	7%	8%
Once a year	9%	4%	2%
Less often	2%	7%	9%
Never	36%	65%	42%
(Don't know)	0%	1%	2%

Cultural Activities (Museums, Galleries) in the daytime	Riverside	Anglia Square	Norwich City Centre
Everyday / most days	1%	0%	0%
2-3 times a week	0%	0%	0%
Once a week	3%	0%	2%
Once a fortnight	1%	0%	2%
Once a month	3%	0%	5%
Once every 3 months	2%	1%	7%
Once every 6 months	5%	3%	7%
Once a year	3%	1%	8%
Less often	6%	4%	12%
Never	73%	91%	56%
(Don't know)	2%	1%	2%

Cultural Activities (Museums, Galleries) in the evening	Riverside	Anglia Square	Norwich City Centre
Everyday / most days	0%	0%	0%
2-3 times a week	0%	0%	0%
Once a week	2%	0%	2%
Once a fortnight	1%	0%	1%
Once a month	3%	0%	5%
Once every 3 months	0%	1%	5%
Once every 6 months	4%	1%	4%
Once a year	3%	1%	3%
Less often	5%	2%	12%
Never	79%	94%	67%
(Don't know)	2%	2%	3%

When using this area do you also visit Norwich City Centre always, sometimes or never?	Riverside	Anglia Square
Those interviewed at Riverside or Anglia Square		
Always	8%	14%
Sometimes	49%	61%
Never	43%	24%
(Not answered)	0%	1%

When using this area do you also visit Riverside Retail/ Leisure Park always, sometimes or never?	Norwich City Centre
Those interviewed at Norwich	
Always	6%
Sometimes	42%
Never	52%

When using this area do you also visit any local retail warehouses / retail parks ?	Riverside	Anglia Square	Norwich City Centre
Always	1%	2%	3%
Sometimes	37%	34%	41%
Never	62%	64%	56%

How frequently do you visit here in the evening?	Riverside	Anglia Square	Norwich City Centre
More than once a week	3%	2%	7%
Once a week	11%	5%	8%
Once or twice a month	19%	7%	17%
Every two / three months	14%	7%	14%
Less often	27%	19%	20%
Never	26%	61%	34%

Are there any factors which discourage you from visiting here in the evening?	Riverside	Anglia Square	Norwich City Centre
Feels unsafe	13%	26%	16%
Lack of public transport	5%	1%	11%
Other	2%	7%	3%
Difficult to park	4%	2%	5%
Too far away	3%	1%	2%
Theres nothing of interest	2%	3%	0%
Lack of restaurants	2%	0%	1%
Lack of pubs / bars / clubs	1%	2%	1%
I don't go out at night	0%	1%	1%
Lack of late night shopping	0%	3%	1%
Too rowdy	1%	1%	1%
Too many young people	2%	1%	1%
Too expensive	0%	0%	1%
Nothing for children to do	1%	1%	0%
(Nothing)	69%	59%	61%

Which of the following do you think is important in a town centre... ?	Riverside	Anglia Square	Norwich City Centre
Good safety / security	69%	69%	71%
Attractive environment / nice place	80%	69%	72%
Good range of clothes shops	72%	71%	74%
Good range of other non-food shops	71%	69%	62%
Good range of food shops and supermarkets	49%	69%	55%
Easy to park	55%	59%	50%
Good range of entertainment / restaurants / public houses	70%	52%	65%
A market	53%	51%	56%
Good public transport access	59%	57%	54%
Easy accessible from home	55%	68%	57%
Good range of banks & financial services	53%	50%	45%
Number of national chains	41%	33%	45%
Easy accessible from work	33%	24%	26%
(Don't know)	0%	7%	4%

How would you rate here on each of the following?	Riverside	Anglia Square	Norwich City Centre
Good range of food shops and supermarkets			
Good	55%	33%	62%
Ok	26%	42%	22%
Bad	12%	19%	3%
(Don't know)	7%	7%	13%

Good range of clothes shops	Riverside	Anglia Square	Norwich City Centre
Good	58%	32%	77%
Ok	18%	27%	13%
Bad	14%	38%	2%
(Don't know)	10%	4%	8%

Good range of other non-food shops	Riverside	Anglia Square	Norwich City Centre
------------------------------------	-----------	---------------	---------------------

Good	59%	49%	70%
Ok	22%	34%	20%
Bad	9%	13%	1%
(Don't know)	10%	4%	10%

Number of national chains	Riverside	Anglia Square	Norwich City Centre
---------------------------	-----------	---------------	---------------------

Good	59%	26%	62%
Ok	23%	25%	22%
Bad	6%	34%	2%
(Don't know)	12%	15%	15%

Good range of entertainment / restaurants / public houses	Riverside	Anglia Square	Norwich City Centre
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Good	66%	28%	60%
Ok	18%	32%	21%
Bad	5%	20%	2%
(Don't know)	11%	19%	17%

Good range of banks & financial services	Riverside	Anglia Square	Norwich City Centre
--	-----------	---------------	---------------------

Good	55%	39%	59%
Ok	10%	32%	19%
Bad	18%	12%	1%
(Don't know)	18%	17%	21%

A market	Riverside	Anglia Square	Norwich City Centre
----------	-----------	---------------	---------------------

Good	57%	32%	62%
Ok	13%	24%	19%
Bad	19%	31%	2%
(Don't know)	11%	14%	18%

Attractive environment / nice place	Riverside	Anglia Square	Norwich City Centre
-------------------------------------	-----------	---------------	---------------------

Good	61%	18%	67%
Ok	27%	43%	21%
Bad	3%	37%	2%
(Don't know)	9%	3%	10%

Easy to park	Riverside	Anglia Square	Norwich City Centre
--------------	-----------	---------------	---------------------

Good	43%	34%	32%
Ok	24%	32%	24%
Bad	20%	6%	15%
(Don't know)	13%	28%	29%

Good public transport access	Riverside	Anglia Square	Norwich City Centre
------------------------------	-----------	---------------	---------------------

Good	43%	44%	44%
Ok	26%	32%	22%
Bad	13%	4%	11%
(Don't know)	18%	21%	23%

Easy accessible from home	Riverside	Anglia Square	Norwich City Centre
---------------------------	-----------	---------------	---------------------

Good	59%	62%	56%
Ok	25%	31%	21%
Bad	6%	3%	5%
(Don't know)	10%	5%	18%

Easy accessible from work	Riverside	Anglia Square	Norwich City Centre
---------------------------	-----------	---------------	---------------------

Good	53%	29%	33%
Ok	21%	16%	14%
Bad	5%	4%	4%
(Don't know)	22%	52%	50%

Good safety / security	Riverside	Anglia Square	Norwich City Centre
------------------------	-----------	---------------	---------------------

Good	50%	20%	57%
Ok	20%	52%	30%
Bad	18%	19%	5%
(Don't know)	13%	9%	8%

APPENDIX 7

TOWN AND DISTRICT CENTRE IN-CENTRE SURVEY RESULTS

In Centre Survey Results

What is the main purpose of your visit here today?	Wymondham	Diss	Aylsham	Harleston
Non-food shopping (e.g. electrical, household goods, clothes & shoes)	16%	23%	16%	17%
Food shopping (not take-away, café, restaurant)	23%	11%	27%	25%
Work / business	16%	8%	7%	8%
Financial services (e.g. banks, building societies, accountants)	17%	8%	8%	8%
Browsing	4%	7%	4%	0%
Socialising	3%	6%	7%	5%
Window Shopping	2%	7%	1%	4%
Personal services (e.g. hairdressers, nail bar, beauty salon)	4%	1%	2%	8%
Other	3%	6%	4%	1%
Eating or drinking out	0%	1%	2%	4%
Visiting the Market	0%	5%	5%	4%
Other services (e.g. travel agents, estate agents)	2%	1%	2%	2%
Tourism / sight seeing (on a day trip)	2%	5%	0%	4%
Specific shop	2%	1%	2%	2%
Education	1%	0%	0%	0%
Walking	1%	1%	0%	2%
Catching a bus	0%	0%	3%	0%
Tourism / sight seeing (on holiday)	0%	2%	1%	0%
Health & fitness / gym	0%	0%	0%	2%
(Don't know)	3%	5%	7%	6%
(No particular purpose)	0%	2%	0%	0%

How did you travel here today ?	Wymondham	Diss	Aylsham	Harleston
Car	57%	76%	46%	61%
Bus	15%	6%	13%	0%
Park & Ride	0%	0%	0%	0%
Train	2%	2%	0%	0%
Taxi	0%	0%	0%	0%
Walk	22%	12%	35%	31%
Cycle	4%	3%	6%	6%
Motorcycle	0%	1%	0%	2%

How long did this take you ?	Wymondham	Diss	Aylsham	Harleston
Under 10 minutes	41%	22%	47%	56%
10 – 20 minutes	34%	40%	25%	30%
21 – 30 minutes	14%	15%	19%	9%
31 minutes – 1 hour	7%	14%	8%	2%
Over 1 hour	4%	9%	1%	3%

What else, if anything, will you be doing here today ?	Wymondham	Diss	Aylsham	Harleston
Non-food shopping (e.g. electrical, household goods, clothes etc)	27%	21%	17%	41%
Food shopping (not take-away, café, restaurant)	18%	14%	22%	35%
Eating or drinking out	7%	9%	10%	4%
Browsing	8%	21%	9%	0%
Window Shopping	6%	7%	2%	8%
Financial services (e.g. banks, building societies, accountants)	8%	13%	8%	8%
Visiting the Market	3%	4%	6%	1%
Socialising	4%	3%	1%	4%
Other	0%	2%	3%	1%
Work / business	3%	1%	0%	0%
Specific shop	1%	1%	6%	1%
Personal services (e.g. hairdressers, nail bar, beauty salon)	1%	2%	0%	2%
Other services (e.g. travel agents, estate agents)	2%	1%	1%	1%
Cinema	0%	0%	0%	0%
Tourism / sight seeing (on holiday)	0%	1%	0%	0%
Tourism / sight seeing (on a day trip)	0%	1%	0%	0%
Visit Woolworths	1%	0%	0%	0%
Health & fitness / gym	1%	0%	1%	0%
Bingo	1%	0%	0%	0%
(Nothing else)	27%	8%	25%	12%
(Don't know)	1%	17%	7%	10%

How long do you intend to spend here shopping and on leisure activities today?	Wymondham	Diss	Aylsham	Harleston
Less than 10 minutes	5%	0%	6%	6%
11 – 20 minutes	15%	8%	18%	13%
21 – 30 minutes	10%	14%	13%	16%
31 – 40 minutes	8%	6%	2%	5%
41 – 50 minutes	3%	2%	6%	8%
51 – 60 minutes	20%	18%	12%	18%
1hr – 1.5hrs	16%	10%	9%	20%
Over 1.5 – 2hrs	11%	11%	17%	9%
Over 2 – 3 hrs	6%	14%	9%	3%
Over 3 – 4 hrs	1%	3%	3%	2%
Over 4 – 5 hrs	0%	2%	1%	0%
Over 5 hrs +	4%	0%	2%	1%
(Don't know)	1%	12%	2%	0%

How much have you spent or expect to spend in the shops today on food items? Those who are food shopping	Wymondham	Diss	Aylsham	Harleston
Nothing	2%	3%	13%	9%
Less than £6	24%	17%	22%	27%
£6-£10	24%	17%	20%	20%
£11-£15	11%	0%	11%	13%
£16-£20	7%	0%	11%	7%
£21-£25	2%	6%	6%	6%
£26-£30	11%	6%	0%	4%
£31-£35	7%	0%	0%	1%
£36-£40	7%	6%	0%	1%
£41-£45	2%	0%	0%	1%
£46-£50	0%	9%	2%	1%
£51-£60	0%	6%	2%	1%
£61-£70	0%	6%	0%	0%
£71-£80	0%	0%	0%	0%
£81-£90	0%	0%	0%	0%
£91-£100	0%	3%	0%	0%
(Refused / don't know)	2%	23%	15%	9%

How much have you spent or expect to spend in the shops today on non food items? Those who are non food shopping	Wymondham	Diss	Aylsham	Harleston
Nothing	13%	29%	22%	11%
Less than £6	32%	10%	20%	28%
£6-£10	16%	12%	18%	24%
£11-£15	11%	10%	11%	4%
£16-£20	4%	7%	4%	11%
£21-£25	5%	7%	2%	7%
£26-£30	2%	2%	0%	1%
£31-£35	2%	2%	0%	1%
£36-£40	4%	3%	0%	0%
£41-£45	0%	2%	0%	1%
£46-£50	0%	0%	2%	1%
£51-£60	2%	0%	2%	1%
£61-£70	0%	0%	0%	0%
£71-£80	0%	0%	0%	0%
£81-£90	0%	0%	0%	0%
£91-£100	0%	0%	0%	0%
£101- £150	0%	0%	0%	0%
£151 – £200	0%	0%	0%	1%
(Refused / don't know)	11%	17%	20%	8%

How often do you visit here for the following reasons? Shopping	Wymondham	Diss	Aylsham	Harleston
Everyday / most days	23%	7%	23%	17%
2-3 times a week	30%	15%	26%	38%
Once a week	23%	28%	24%	19%
Once a fortnight	5%	10%	1%	5%
Once a month	5%	9%	7%	8%
Once every 3 months	0%	5%	5%	2%
Once every 6 months	1%	6%	1%	0%
Once a year	0%	1%	0%	1%
Less often	5%	11%	3%	7%
Never	8%	8%	8%	4%
(Don't know)	0%	0%	1%	0%

Late Night Shopping	Wyndham	Diss	Aylsham	Harleston
Everyday / most days	0%	0%	2%	0%
2-3 times a week	0%	0%	3%	0%
Once a week	0%	2%	1%	2%
Once a fortnight	0%	0%	1%	0%
Once a month	1%	0%	1%	2%
Once every 3 months	0%	1%	1%	1%
Once every 6 months	1%	3%	0%	0%
Once a year	0%	0%	0%	1%
Less often	6%	10%	3%	5%
Never	88%	83%	87%	88%
(Don't know)	4%	1%	1%	2%

Financial Services(Banks etc)	Wyndham	Diss	Aylsham	Harleston
Everyday / most days	1%	2%	1%	1%
2-3 times a week	12%	1%	12%	12%
Once a week	31%	14%	26%	31%
Once a fortnight	13%	8%	6%	10%
Once a month	10%	16%	8%	7%
Once every 3 months	3%	5%	6%	2%
Once every 6 months	1%	3%	0%	3%
Once a year	1%	1%	0%	0%
Less often	2%	12%	1%	5%
Never	26%	38%	39%	28%
(Don't know)	0%	0%	1%	1%

Personal Services(Hairdresser, salon, etc)	Wyndham	Diss	Aylsham	Harleston
Everyday / most days	1%	0%	0%	0%
2-3 times a week	0%	0%	0%	2%
Once a week	3%	1%	3%	26%
Once a fortnight	4%	4%	1%	8%
Once a month	12%	6%	13%	8%
Once every 3 months	14%	13%	5%	6%
Once every 6 months	2%	4%	2%	2%
Once a year	1%	1%	0%	2%
Less often	6%	11%	3%	6%
Never	56%	58%	70%	40%
(Don't know)	1%	2%	3%	0%

Day time eating / drinking?	Wyndham	Diss	Aylsham	Harleston
Everyday / most days	4%	1%	2%	0%
2-3 times a week	5%	5%	5%	9%
Once a week	1%	6%	10%	13%
Once a fortnight	3%	8%	4%	6%
Once a month	12%	7%	6%	14%
Once every 3 months	3%	4%	5%	6%
Once every 6 months	6%	9%	2%	3%
Once a year	1%	3%	0%	1%
Less often	12%	20%	9%	16%
Never	53%	36%	55%	32%
(Don't know)	0%	1%	0%	0%

Night time eating / drinking?	Wymondham	Diss	Aylsham	Harleston
Everyday / most days	0%	0%	1%	0%
2-3 times a week	2%	0%	0%	4%
Once a week	2%	2%	4%	1%
Once a fortnight	3%	3%	3%	3%
Once a month	8%	3%	5%	8%
Once every 3 months	8%	6%	4%	3%
Once every 6 months	5%	9%	6%	5%
Once a year	2%	0%	1%	2%
Less often	9%	15%	5%	17%
Never	61%	62%	70%	59%
(Don't know)	0%	0%	0%	0%

Leisure(eg, Cinema, Bingo, Bowling) in the daytime?	Wymondham	Diss	Aylsham	Harleston
Everyday / most days	0%	0%	0%	0%
2-3 times a week	2%	2%	1%	1%
Once a week	2%	0%	2%	4%
Once a fortnight	0%	3%	3%	3%
Once a month	1%	1%	1%	4%
Once every 3 months	1%	2%	0%	3%
Once every 6 months	1%	0%	0%	0%
Once a year	0%	0%	0%	0%
Less often	3%	8%	1%	6%
Never	90%	83%	90%	81%
(Don't know)	0%	1%	2%	0%

Leisure(eg, Cinema, Bingo, Bowling) in the evening?	Wymondham	Diss	Aylsham	Harleston
Everyday / most days	0%	0%	0%	0%
2-3 times a week	0%	1%	1%	0%
Once a week	4%	1%	1%	5%
Once a fortnight	2%	1%	0%	3%
Once a month	1%	1%	4%	0%
Once every 3 months	0%	1%	0%	2%
Once every 6 months	0%	0%	0%	0%
Once a year	1%	0%	0%	2%
Less often	0%	9%	3%	2%
Never	92%	84%	89%	87%
(Don't know)	0%	2%	2%	0%

Cultural activities (Museums, Galleries) in the daytime?	Wymondham	Diss	Aylsham	Harleston
Everyday / most days	0%	0%	0%	0%
2-3 times a week	0%	0%	0%	2%
Once a week	3%	0%	1%	1%
Once a fortnight	1%	0%	0%	0%
Once a month	2%	0%	0%	3%
Once every 3 months	1%	0%	0%	2%
Once every 6 months	5%	0%	2%	2%
Once a year	4%	0%	0%	3%
Less often	5%	7%	0%	11%
Never	78%	90%	95%	77%
(Don't know)	1%	3%	2%	0%

Cultural activities (Museums, Galleries) in the evening?	Wymondham	Diss	Aylsham	Harleston
Everyday / most days	0%	0%	0%	0%
2-3 times a week	0%	0%	0%	1%
Once a week	2%	0%	0%	0%
Once a fortnight	0%	0%	0%	2%
Once a month	1%	0%	0%	0%
Once every 3 months	1%	0%	0%	0%
Once every 6 months	1%	0%	0%	2%
Once a year	1%	0%	0%	2%
Less often	2%	5%	0%	8%
Never	91%	92%	96%	84%
(Don't know)	1%	3%	4%	1%

When using this area do you also visit any local retail warehouses / retail parks ?	Wyomondham	Diss	Aylsham	Harleston
Always	2%	9%	0%	18%
Sometimes	24%	41%	5%	40%
Never	74%	50%	95%	42%

How frequently do you visit here in the evening?	Wyomondham	Diss	Aylsham	Harleston
More than once a week	3%	0%	4%	4%
Once a week	8%	2%	3%	4%
Once or twice a month	10%	3%	6%	13%
Every two / three months	6%	2%	1%	3%
Less often	15%	34%	5%	37%
Never	58%	59%	80%	40%

Are there any factors which discourage you from visiting here in the evening?	Wyomondham	Diss	Aylsham	Harleston
Feels unsafe	14%	2%	1%	10%
Lack of public transport	6%	1%	4%	2%
Other	3%	3%	1%	2%
Difficult to park	0%	0%	1%	0%
Too far away	1%	5%	0%	2%
Theres nothing of interest	5%	2%	1%	4%
Lack of restaurants	2%	6%	0%	2%
Lack of pubs / bars / clubs	5%	1%	0%	1%
I don't go out at night	3%	4%	0%	0%
Lack of late night shopping	1%	1%	1%	0%
Too rowdy	0%	0%	0%	0%
Too many young people	1%	0%	0%	0%
Too expensive	1%	1%	0%	1%
Nothing for children to do	0%	1%	0%	1%
(Nothing)	64%	75%	91%	76%

Which of the following do you think is important in a town centre?	Wyomondham	Diss	Aylsham	Harleston
Good safety / security	77%	70%	75%	97%
Attractive environment / nice place	65%	79%	73%	78%
Good range of clothes shops	63%	59%	70%	94%
Good range of other non-food shops	70%	70%	81%	96%
Good range of food shops and supermarkets	82%	78%	91%	98%
Easy to park	76%	74%	78%	83%
Good range of entertainment / restaurants / public houses	52%	42%	68%	76%
A market	63%	56%	76%	86%
Good public transport access	63%	43%	71%	64%
Easy accessible from home	49%	48%	59%	49%
Good range of banks & financial services	53%	54%	72%	78%
Number of national chains	29%	37%	53%	68%
Easy accessible from work	20%	36%	51%	29%
(Don't know)	1%	2%	4%	0%
(None of the above)	2%	0%	1%	0%

How would you rate this centre on each of the following?	Wyomondham	Diss	Aylsham	Harleston
Good range of food shops and supermarkets				
Good	22%	36%	37%	67%
Ok	45%	50%	45%	24%
Bad	23%	7%	7%	6%
(Don't know)	10%	7%	12%	4%

Good range of clothes shops	Wyomondham	Diss	Aylsham	Harleston
Good	11%	10%	17%	39%
Ok	23%	47%	24%	28%
Bad	40%	37%	34%	31%
(Don't know)	26%	6%	25%	3%

Good range of other non-food shops	Wymondham	Diss	Aylsham	Harleston
Good	27%	16%	33%	54%
Ok	45%	70%	38%	36%
Bad	18%	13%	9%	8%
(Don't know)	10%	1%	20%	2%

Number of national chains	Wymondham	Diss	Aylsham	Harleston
Good	10%	11%	18%	27%
Ok	32%	52%	30%	53%
Bad	32%	28%	20%	15%
(Don't know)	26%	9%	32%	6%

Good range of entertainment / restaurants / public houses	Wymondham	Diss	Aylsham	Harleston
Good	23%	3%	25%	20%
Ok	32%	49%	37%	42%
Bad	14%	22%	10%	23%
(Don't know)	31%	26%	28%	15%

Good range of banks & financial services	Wymondham	Diss	Aylsham	Harleston
Good	57%	23%	51%	34%
Ok	23%	61%	30%	46%
Bad	2%	3%	0%	3%
(Don't know)	18%	13%	19%	17%

A market	Wymondham	Diss	Aylsham	Harleston
Good	40%	27%	38%	41%
Ok	27%	60%	42%	32%
Bad	4%	4%	5%	2%
(Don't know)	29%	9%	16%	25%

Attractive environment / nice place	Wymondham	Diss	Aylsham	Harleston
Good	62%	45%	41%	52%
Ok	19%	47%	43%	32%
Bad	3%	1%	3%	1%
(Don't know)	16%	7%	14%	15%

Easy to park	Wymondham	Diss	Aylsham	Harleston
Good	47%	48%	32%	36%
Ok	30%	40%	27%	41%
Bad	9%	3%	20%	13%
(Don't know)	14%	9%	21%	10%

Good public transport access	Wymondham	Diss	Aylsham	Harleston
Good	38%	6%	38%	19%
Ok	19%	54%	24%	12%
Bad	8%	10%	9%	22%
(Don't know)	35%	30%	29%	47%

Easy accessible from home	Wymondham	Diss	Aylsham	Harleston
Good	58%	27%	55%	27%
Ok	19%	60%	25%	49%
Bad	5%	4%	4%	1%
(Don't know)	18%	9%	16%	24%

Easy accessible from work	Wymondham	Diss	Aylsham	Harleston
Good	33%	9%	20%	14%
Ok	14%	50%	21%	42%
Bad	1%	3%	3%	1%
(Don't know)	52%	38%	56%	43%

Good safety / security	Wymondham	Diss	Aylsham	Harleston
Good	56%	39%	39%	68%
Ok	31%	50%	35%	24%
Bad	3%	2%	3%	1%
(Don't know)	10%	9%	23%	7%

When the new Tesco store opens would you be likely to

shop here more or less often ?

Those interviewed at Aylsham

More often	17%
Less often	9%
The same	46%
(Don't know)	28%

APPENDIX 8

CAPACITY PROJECTIONS: COMPARISON GOODS

Comparison Goods Capacity Forecasts

- Table 1: Population Projections
- Table 2: Retail Expenditure Forecasts Per Capita
- Table 3: Survey Area Expenditure Forecasts
- Table 4: Norwich City Centre Market Shares
- Table 5: Norwich City Centre Turnover
- Table 6: Norwich Out-of-Centre Market Shares
- Table 7: Norwich Out-of-Centre Turnover
- Table 8: South Norfolk Market Shares
- Table 9: South Norfolk Turnover
- Table 10: Broadland Market Shares
- Table 11: Broadland Turnovers
- Table 12: Town and City Centre Comparison Goods Floorspace
- Table 13: Out-of-Centre Comparison Goods Floorspace
- Table 14: Comparison Goods Floorspace Commitments
- Table 15: Capacity Forecasts by Geographical Area
- Table 16: Norwich City Centre Capacity Forecasts
- Table 17: Diss Town Centre Capacity Forecasts
- Table 18: Harleston Town Centre Capacity Forecasts
- Table 29: Wymondham Town Centre Capacity Forecasts
- Table 20: Aylsham Town Centre Capacity Forecasts

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

Comparison Goods Capacity Forecasts

TABLE 1
POPULATION PROJECTIONS

SURVEY ZONE	POSTCODE SECTOR GROUPING	2006	2011	2016	2021
1	NR1 1/2/3/4	22,702	23,101	23,518	24,061
2	NR2 1/2/3/4	25,189	25,631	26,094	26,697
3	NR3 1/2/3/4	31,344	31,894	32,469	33,220
4	NR4 6/7	22,020	22,407	22,811	23,338
5	NR5 0/8/9	25,891	26,533	27,132	27,830
6	NR6 5/6/7	21,963	22,763	23,491	24,256
7	NR7 0/8	23,806	24,868	25,810	26,752
8	NR7 9/ NR13 5	14,144	14,775	15,334	15,894
9	NR13 3/ 4	12,923	13,499	14,010	14,522
10	NR12 8/ NR13 6	11,675	12,053	12,364	12,676
11	NR10 3/ NR12 7	13,673	14,283	14,824	15,365
12	NR10 4/5/6	18,639	19,470	20,208	20,945
13	NR8 5/6 / NR9 5	22,294	23,279	24,146	25,014
14	NR9 3/4 / NR18 0/9	27,346	28,454	29,370	30,285
15	NR14 7/8 / NR15 1	21,321	22,185	22,899	23,613
16	NR14 6/ NR34 0/ NR35 2	14,867	15,469	15,967	16,465
17	NR30 1/2/3/4/5 / NR31 0/6/7/8/9	74,714	75,540	76,613	78,017
18	NR29 3/4/5 / NR12 0/9	29,166	29,664	30,122	30,646
19	NR11 7/8 / NR24 2 / NR25 6/7 / NR26 8/ NR27 0/9 / NR28 0/9	59,001	60,366	61,375	62,384
20	NR21 0/7/8/9 / NR22 6 / NR23 1	19,917	20,387	20,719	21,060
21	NR19 1/2 / NR20 3/4/5	37,118	38,485	39,584	40,773
22	IP25 6/7 / NR17 1/2	32,254	33,442	34,398	35,431
23	IP24 1/2/3	26,110	27,071	27,845	28,681
24	IP22 1/2	17,918	18,683	19,397	20,025
25	NR15 2/ NR16 1	13,602	14,153	14,609	15,064
26	IP21 4/ IP22 4/5	15,713	16,350	16,876	17,402
27	IP20 0/9	7,481	7,784	8,035	8,285
28	IP13 8/ IP21 5/ IP23 7/8	13,793	14,184	14,583	14,836
29	IP18 6/ IP19 0/8/9/ NR34 7/8/9 / NR35 1	41,863	43,103	44,282	45,294
30	NR32 1 /2/3/4/5 / NR330/7/8/9	77,227	79,544	82,633	84,950
TOTAL		795,674	819,420	841,518	863,781

Source: Norfolk County Council and Experian

TABLE 1A
POPULATION GROWTH RATES

2006-2011	2006-2016	2006-2021
(%)	(%)	(%)
2	4	6
2	4	6
2	4	6
2	4	6
2	5	7
4	7	10
4	8	12
4	8	12
4	8	12
3	6	9
4	8	12
4	8	12
4	8	12
4	7	11
4	7	11
4	7	11
1	3	4
2	3	5
2	4	6
2	4	6
4	7	10
4	7	10
4	7	10
4	8	12
4	7	11
4	7	11
4	7	11
3	6	8
3	6	8
3	7	10
3.0	5.8	8.6

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

TABLE 2
COMPARISON GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2005 PRICES)

GROWTH IN PER CAPITA RETAIL EXPENDITURE										
3.80 %pa 2005-2021										
	2005		2006		2011		2016		2021	
	Minus SFT at 6.3%		Minus SFT at 7.5%		Minus SFT at 12.0%		Minus SFT at 12.4%		Minus SFT at 12.4%	
ZONE										
1	2,939	2,754	3,051	2,822	3,676	3,235	4,430	3,880	5,338	4,676
2	3,227	3,024	3,350	3,098	4,036	3,552	4,864	4,261	5,861	5,134
3	2,878	2,697	2,987	2,763	3,600	3,168	4,338	3,800	5,227	4,579
4	2,605	2,441	2,704	2,501	3,258	2,867	3,926	3,439	4,731	4,144
5	2,398	2,247	2,489	2,302	2,999	2,639	3,614	3,166	4,355	3,815
6	2,962	2,775	3,075	2,844	3,705	3,260	4,464	3,911	5,380	4,712
7	3,026	2,835	3,141	2,905	3,785	3,331	4,561	3,995	5,496	4,814
8	2,736	2,564	2,840	2,627	3,422	3,012	4,124	3,612	4,969	4,353
9	2,993	2,804	3,107	2,874	3,744	3,294	4,511	3,952	5,436	4,762
10	2,740	2,567	2,844	2,631	3,427	3,016	4,130	3,618	4,976	4,359
11	2,994	2,805	3,108	2,875	3,745	3,295	4,513	3,953	5,438	4,763
12	2,827	2,649	2,934	2,714	3,536	3,112	4,261	3,733	5,134	4,498
13	3,077	2,883	3,194	2,954	3,849	3,387	4,638	4,063	5,588	4,895
14	2,976	2,789	3,089	2,857	3,722	3,276	4,485	3,929	5,405	4,735
15	3,103	2,908	3,221	2,979	3,881	3,415	4,677	4,097	5,636	4,937
16	2,807	2,630	2,914	2,695	3,511	3,090	4,231	3,706	5,098	4,466
17	2,631	2,465	2,731	2,526	3,291	2,896	3,965	3,474	4,778	4,186
18	2,892	2,710	3,002	2,777	3,617	3,183	4,359	3,818	5,252	4,601
19	2,811	2,634	2,918	2,699	3,516	3,094	4,237	3,711	5,105	4,472
20	2,835	2,656	2,943	2,722	3,546	3,120	4,273	3,743	5,149	4,510
21	2,829	2,651	2,937	2,716	3,538	3,114	4,264	3,735	5,138	4,501
22	2,728	2,556	2,832	2,619	3,412	3,003	4,112	3,602	4,955	4,340
23	2,709	2,538	2,812	2,601	3,388	2,982	4,083	3,577	4,920	4,310
24	2,842	2,663	2,950	2,729	3,555	3,128	4,283	3,752	5,162	4,522
25	2,907	2,724	3,017	2,791	3,636	3,200	4,381	3,838	5,280	4,625
26	2,901	2,718	3,011	2,785	3,629	3,193	4,372	3,830	5,269	4,615
27	2,814	2,637	2,921	2,702	3,520	3,097	4,241	3,715	5,111	4,477
28	2,835	2,656	2,943	2,722	3,546	3,120	4,273	3,743	5,149	4,510
29	2,819	2,641	2,926	2,707	3,526	3,103	4,249	3,722	5,120	4,485
30	2,680	2,511	2,782	2,573	3,352	2,950	4,039	3,538	4,867	4,264

Source: Experian

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

TABLE 3
SURVEY AREA COMPARISON GOODS RETAIL EXPENDITURE FORECASTS

ZONE	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	64,062	74,730	91,259	112,506
2	78,046	91,040	111,177	137,064
3	86,613	101,034	123,377	152,108
4	55,076	64,248	78,456	96,724
5	59,612	70,033	85,903	106,175
6	62,462	74,213	91,867	114,305
7	69,166	82,828	103,117	128,791
8	37,156	44,495	55,392	69,185
9	37,137	44,471	55,363	69,150
10	30,715	36,351	44,729	55,258
11	39,306	47,069	58,599	73,189
12	50,593	60,584	75,427	94,204
13	65,865	78,842	98,095	122,454
14	78,139	93,206	115,402	143,391
15	63,523	75,772	93,815	116,572
16	40,069	47,794	59,175	73,530
17	188,739	218,758	266,133	326,567
18	80,987	94,427	115,016	141,005
19	159,243	186,776	227,786	278,995
20	54,215	63,617	77,553	94,989
21	100,822	119,837	147,852	183,513
22	84,483	100,416	123,895	153,776
23	67,913	80,720	99,594	123,613
24	48,894	58,444	72,784	90,544
25	37,965	45,286	56,071	69,670
26	43,767	52,207	64,639	80,317
27	20,213	24,110	29,853	37,092
28	37,545	44,261	54,585	66,916
29	113,309	133,742	164,815	203,141
30	198,721	234,644	292,391	362,210
TOTAL	2,154,354	2,543,953	3,134,118	3,876,955

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

COMPARISON GOODS ASSESSMENT
NORWICH CITY CENTRE

TABLE 4
COMPARISON GOODS ALLOCATION - MARKET SHARE %

Catchment Zone	NORWICH CITY CENTRE				RIVERSIDE				CATHEDRAL RETAIL PARK				TOTAL			
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)
1	68.7	68.7	68.7	68.7	2.2	2.2	2.2	2.2	0.0	0.0	0.0	0.0	70.9	70.9	70.9	70.9
2	74.7	74.7	74.7	74.7	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	74.8	74.8	74.8	74.8
3	68.0	68.0	68.0	68.0	1.8	1.8	1.8	1.8	0.0	0.0	0.0	0.0	69.8	69.8	69.8	69.8
4	73.4	73.4	73.4	73.4	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	73.6	73.6	73.6	73.6
5	60.0	60.0	60.0	60.0	1.0	1.0	1.0	1.0	0.0	0.0	0.0	0.0	61.0	61.0	61.0	61.0
6	53.9	53.9	53.9	53.9	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	54.5	54.5	54.5	54.5
7	64.2	64.2	64.2	64.2	0.9	0.9	0.9	0.9	0.2	0.2	0.2	0.2	65.3	65.3	65.3	65.3
8	51.8	51.8	51.8	51.8	1.2	1.2	1.2	1.2	0.4	0.4	0.4	0.4	53.4	53.4	53.4	53.4
9	42.4	42.4	42.4	42.4	1.8	1.8	1.8	1.8	0.0	0.0	0.0	0.0	44.1	44.1	44.1	44.1
10	51.4	51.4	51.4	51.4	0.2	0.2	0.2	0.2	0.5	0.5	0.5	0.5	52.2	52.2	52.2	52.2
11	77.8	77.8	77.8	77.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	77.8	77.8	77.8	77.8
12	63.9	63.9	63.9	63.9	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	64.6	64.6	64.6	64.6
13	70.6	70.6	70.6	70.6	0.6	0.6	0.6	0.6	0.4	0.4	0.4	0.4	71.6	71.6	71.6	71.6
14	63.7	63.7	63.7	63.7	0.5	0.5	0.5	0.5	0.0	0.0	0.0	0.0	64.2	64.2	64.2	64.2
15	79.1	79.1	79.1	79.1	0.4	0.4	0.4	0.4	0.0	0.0	0.0	0.0	79.4	79.4	79.4	79.4
16	53.0	53.0	53.0	53.0	1.3	1.3	1.3	1.3	0.0	0.0	0.0	0.0	54.4	54.4	54.4	54.4
17	11.3	11.3	11.3	11.3	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	11.4	11.4	11.4	11.4
18	38.6	38.6	38.6	38.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	38.6	38.6	38.6	38.6
19	39.6	39.6	39.6	39.6	0.4	0.4	0.4	0.4	0.0	0.0	0.0	0.0	40.0	40.0	40.0	40.0
20	22.4	22.4	22.4	22.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.4	22.4	22.4	22.4
21	36.1	36.1	36.1	36.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	36.2	36.2	36.2	36.2
22	39.9	39.9	39.9	39.9	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	40.1	40.1	40.1	40.1
23	18.7	18.7	18.7	18.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.7	18.7	18.7	18.7
24	37.8	37.8	37.8	37.8	1.2	1.2	1.2	1.2	0.0	0.0	0.0	0.0	39.0	39.0	39.0	39.0
25	70.9	70.9	70.9	70.9	1.0	1.0	1.0	1.0	0.0	0.0	0.0	0.0	71.9	71.9	71.9	71.9
26	39.5	39.5	39.5	39.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.5	39.5	39.5	39.5
27	44.6	44.6	44.6	44.6	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0	44.9	44.9	44.9	44.9
28	8.4	8.4	8.4	8.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	8.4	8.4	8.4
29	27.7	27.7	27.7	27.7	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	27.8	27.8	27.8	27.8
30	11.9	11.9	11.9	11.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.9	11.9	11.9	11.9

SOURCE: Norwich Household Telephone Survey, 2007

TABLE 5
COMPARISON GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	NORWICH CITY CENTRE				RIVERSIDE				CATHEDRAL RETAIL PARK				TOTAL			
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	44,038	51,371	62,733	77,339	1,380	1,610	1,966	2,424	0	0	0	0	45,418	52,981	64,699	79,762
2	58,292	67,997	83,038	102,372	121	142	173	213	0	0	0	0	58,413	68,139	83,211	102,586
3	58,873	68,676	83,863	103,392	1,565	1,825	2,229	2,748	0	0	0	0	60,438	70,501	86,092	106,140
4	40,439	47,173	57,605	71,018	79	92	113	139	0	0	0	0	40,518	47,265	57,718	71,157
5	35,789	42,045	51,572	63,743	599	704	863	1,067	0	0	0	0	36,388	42,748	52,435	64,810
6	33,637	39,965	49,472	61,555	385	458	567	705	0	0	0	0	34,022	40,423	50,039	62,260
7	44,396	53,165	66,188	82,668	631	755	941	1,175	118	141	176	220	45,145	54,062	67,305	84,063
8	19,247	23,049	28,694	35,839	443	530	660	824	147	177	220	275	19,837	23,756	29,573	36,937
9	15,732	18,839	23,453	29,294	656	785	978	1,221	0	0	0	0	16,388	19,624	24,431	30,515
10	15,798	18,697	23,006	28,422	62	74	91	112	158	187	230	284	16,019	18,958	23,327	28,819
11	30,568	36,606	45,573	56,920	0	0	0	0	0	0	0	0	30,568	36,606	45,573	56,920
12	32,332	38,717	48,202	60,202	329	394	490	612	0	0	0	0	32,661	39,111	48,692	60,814
13	46,519	55,685	69,283	86,487	395	472	588	734	244	292	363	453	47,158	56,449	70,234	87,674
14	49,797	59,399	73,544	91,382	359	428	530	658	0	0	0	0	50,155	59,827	74,074	92,040
15	50,221	59,905	74,170	92,162	238	284	351	436	0	0	0	0	50,459	60,189	74,521	92,598
16	21,238	25,333	31,366	38,975	540	644	797	991	0	0	0	0	21,778	25,977	32,163	39,965
17	21,357	24,754	30,115	36,953	215	249	303	372	0	0	0	0	21,572	25,003	30,418	37,325
18	31,261	36,449	44,397	54,429	0	0	0	0	0	0	0	0	31,261	36,449	44,397	54,429
19	63,015	73,910	90,138	110,402	700	821	1,001	1,226	0	0	0	0	63,715	74,731	91,140	111,629
20	12,137	14,242	17,361	21,265	0	0	0	0	0	0	0	0	12,137	14,242	17,361	21,265
21	36,380	43,242	53,350	66,218	109	129	159	198	0	0	0	0	36,489	43,371	53,510	66,416
22	33,693	40,048	49,412	61,329	0	0	0	0	144	171	212	263	33,838	40,219	49,623	61,592
23	12,708	15,105	18,637	23,131	0	0	0	0	0	0	0	0	12,708	15,105	18,637	23,131
24	18,483	22,093	27,514	34,228	584	698	869	1,081	0	0	0	0	19,067	22,791	28,383	35,309
25	26,917	32,107	39,754	49,396	376	448	555	689	0	0	0	0	27,293	32,555	40,309	50,085
26	17,298	20,634	25,548	31,744	0	0	0	0	0	0	0	0	17,298	20,634	25,548	31,744
27	9,014	10,752	13,313	16,542	58	69	85	106	0	0	0	0	9,072	10,821	13,398	16,647
28	3,158	3,723	4,591	5,628	0	0	0	0	0	0	0	0	3,158	3,723	4,591	5,628
29	31,394	37,055	45,665	56,283	63	74	91	112	0	0	0	0	31,457	37,129	45,756	56,395
30	23,686	27,968	34,851	43,173	0	0	0	0	0	0	0	0	23,686	27,968	34,851	43,173
Total	937,420	1,108,705	1,366,410	1,692,492	9,884	11,684	14,398	17,842	812	968	1,201	1,495	948,116	1,121,357	1,382,009	1,711,829

Source: Tables 3 & 4

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

COMPARISON GOODS ASSESSMENT
NORWICH OUT-OF-CENTRE

TABLE 6
COMPARISON GOODS ALLOCATION - MARKET SHARE %

Catchment Zone	HALL ROAD RETAIL PARK				SWEETBRIAR RETAIL PARK				ASDA, HELLEDSON				TOTAL			
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)
1	4.1	4.1	4.1	4.1	0.7	0.7	0.7	0.7	0.0	0.0	0.0	0.0	4.8	4.8	4.8	4.8
2	1.5	1.5	1.5	1.5	3.6	3.6	3.6	3.6	0.0	0.0	0.0	0.0	5.1	5.1	5.1	5.1
3	1.0	1.0	1.0	1.0	3.4	3.4	3.4	3.4	0.4	0.4	0.4	0.4	4.8	4.8	4.8	4.8
4	5.5	5.5	5.5	5.5	2.6	2.6	2.6	2.6	0.0	0.0	0.0	0.0	8.2	8.2	8.2	8.2
5	0.8	0.8	0.8	0.8	3.6	3.6	3.6	3.6	0.5	0.5	0.5	0.5	5.0	5.0	5.0	5.0
6	1.9	1.9	1.9	1.9	5.8	5.8	5.8	5.8	0.5	0.5	0.5	0.5	8.2	8.2	8.2	8.2
7	1.0	1.0	1.0	1.0	2.2	2.2	2.2	2.2	0.2	0.2	0.2	0.2	3.5	3.5	3.5	3.5
8	3.8	3.8	3.8	3.8	2.4	2.4	2.4	2.4	0.0	0.0	0.0	0.0	6.2	6.2	6.2	6.2
9	2.3	2.3	2.3	2.3	0.5	0.5	0.5	0.5	0.0	0.0	0.0	0.0	2.7	2.7	2.7	2.7
10	1.5	1.5	1.5	1.5	1.1	1.1	1.1	1.1	0.0	0.0	0.0	0.0	2.6	2.6	2.6	2.6
11	1.2	1.2	1.2	1.2	3.1	3.1	3.1	3.1	0.0	0.0	0.0	0.0	4.4	4.4	4.4	4.4
12	1.7	1.7	1.7	1.7	1.5	1.5	1.5	1.5	0.0	0.0	0.0	0.0	3.2	3.2	3.2	3.2
13	0.6	0.6	0.6	0.6	4.9	4.9	4.9	4.9	0.2	0.2	0.2	0.2	5.9	5.9	5.9	5.9
14	1.7	1.7	1.7	1.7	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	2.4	2.4	2.4	2.4
15	4.3	4.3	4.3	4.3	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	4.9	4.9	4.9	4.9
16	1.9	1.9	1.9	1.9	1.1	1.1	1.1	1.1	0.0	0.0	0.0	0.0	3.0	3.0	3.0	3.0
17	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
18	0.0	0.0	0.0	0.0	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	0.6	0.6	0.6	0.6
19	0.6	0.6	0.6	0.6	0.8	0.8	0.8	0.8	0.0	0.0	0.0	0.0	1.4	1.4	1.4	1.4
20	0.0	0.0	0.0	0.0	1.6	1.6	1.6	1.6	0.0	0.0	0.0	0.0	1.6	1.6	1.6	1.6
21	2.1	2.1	2.1	2.1	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0	2.4	2.4	2.4	2.4
22	2.5	2.5	2.5	2.5	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	2.7	2.7	2.7	2.7
23	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
24	2.0	2.0	2.0	2.0	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	2.3	2.3	2.3	2.3
25	4.3	4.3	4.3	4.3	1.4	1.4	1.4	1.4	0.0	0.0	0.0	0.0	5.7	5.7	5.7	5.7
26	2.7	2.7	2.7	2.7	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	2.9	2.9	2.9	2.9
27	2.3	2.3	2.3	2.3	0.8	0.8	0.8	0.8	0.0	0.0	0.0	0.0	3.1	3.1	3.1	3.1
28	2.5	2.5	2.5	2.5	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0	2.8	2.8	2.8	2.8
29	0.4	0.4	0.4	0.4	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.7	0.7	0.7	0.7
30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

SOURCE: Norwich Household Telephone Survey, 2007

TABLE 7
COMPARISON GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	HALL ROAD RETAIL PARK				SWEETBRIAR RETAIL PARK				ASDA, HELLEDSON				TOTAL			
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	2,646	3,087	3,769	4,647	439	512	625	771	0	0	0	0	3,085	3,599	4,395	5,418
2	1,173	1,368	1,670	2,059	2,829	3,300	4,030	4,968	0	0	0	0	4,001	4,668	5,700	7,027
3	840	980	1,197	1,476	2,970	3,465	4,231	5,216	344	401	490	604	4,154	4,846	5,918	7,296
4	3,048	3,556	4,342	5,353	1,457	1,700	2,076	2,559	0	0	0	0	4,505	5,255	6,418	7,912
5	500	587	720	890	2,157	2,534	3,108	3,842	316	371	455	562	2,972	3,492	4,283	5,294
6	1,177	1,398	1,730	2,153	3,641	4,326	5,355	6,663	303	360	446	555	5,120	6,084	7,531	9,370
7	690	827	1,029	1,285	1,553	1,860	2,316	2,892	168	201	250	312	2,411	2,888	3,595	4,490
8	1,411	1,690	2,104	2,628	899	1,077	1,341	1,674	0	0	0	0	2,311	2,767	3,445	4,303
9	842	1,008	1,255	1,567	171	204	254	318	0	0	0	0	1,012	1,212	1,509	1,885
10	461	546	671	829	346	409	503	622	0	0	0	0	807	955	1,174	1,451
11	478	573	713	881	1,233	1,477	1,839	2,296	0	0	0	0	1,711	2,050	2,552	3,187
12	868	1,040	1,294	1,617	748	896	1,116	1,393	0	0	0	0	1,617	1,936	2,410	3,010
13	538	644	802	1,001	3,203	3,834	4,771	5,956	160	191	238	297	3,901	4,670	5,811	7,253
14	1,354	1,615	1,999	2,484	507	605	749	930	0	0	0	0	1,860	2,219	2,748	3,414
15	2,725	3,250	4,024	5,000	367	438	542	673	0	0	0	0	3,091	3,688	4,566	5,673
16	754	899	1,113	1,384	434	518	641	797	0	0	0	0	1,188	1,417	1,755	2,180
17	0	0	0	0	247	287	349	428	0	0	0	0	247	287	349	428
18	0	0	0	0	510	594	724	887	0	0	0	0	510	594	724	887
19	1,002	1,175	1,433	1,755	1,305	1,531	1,867	2,287	0	0	0	0	2,307	2,706	3,300	4,042
20	0	0	0	0	886	1,039	1,267	1,551	0	0	0	0	886	1,039	1,267	1,551
21	2,126	2,527	3,117	3,869	314	373	460	571	0	0	0	0	2,440	2,900	3,578	4,441
22	2,112	2,510	3,097	3,844	138	165	203	252	0	0	0	0	2,250	2,675	3,300	4,096
23	0	0	0	0	98	116	143	177	0	0	0	0	98	116	143	177
24	981	1,172	1,460	1,816	120	144	179	223	0	0	0	0	1,101	1,316	1,639	2,039
25	1,618	1,930	2,389	2,968	549	655	811	1,008	0	0	0	0	2,167	2,585	3,200	3,976
26	1,174	1,400	1,734	2,154	100	119	147	183	0	0	0	0	1,274	1,519	1,881	2,337
27	467	557	689	856	164	195	242	300	0	0	0	0	630	752	931	1,157
28	939	1,107	1,365	1,674	111	131	161	197	0	0	0	0	1,050	1,238	1,526	1,871
29	487	575	708	873	257	303	374	461	0	0	0	0	744	878	1,082	1,333
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	30,409	36,018	44,427	55,074	27,752	32,805	40,422	50,096	1,290	1,524	1,878	2,330	59,451	70,348	86,727	107,500

Source: Tables 3 & 6

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

COMPARISON GOODS ASSESSMENT
SOUTH NORFOLK DISTRICT COUNCIL

TABLE 8
COMPARISON GOODS ALLOCATION - MARKET SHARE %

Catchment Zone	DISS				HARLESTON				WYMONDHAM				LONGWATER RETAIL PARK				TOTAL			
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2
3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
4	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
13	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.8	12.8	12.8	12.8	0.2	0.2	0.2	0.2	13.0	13.0	13.0	13.0
15	0.5	0.5	0.5	0.5	0.0	0.0	0.0	0.0	0.7	0.7	0.7	0.7	0.0	0.0	0.0	0.0	1.2	1.2	1.2	1.2
16	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
17	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
18	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
19	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
20	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
21	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
22	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.7	0.7	0.7	0.7	0.9	0.9	0.9	0.9
23	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.6	0.6
24	18.9	18.9	18.9	18.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.9	18.9	18.9	18.9
25	6.3	6.3	6.3	6.3	0.2	0.2	0.2	0.2	3.2	3.2	3.2	3.2	0.0	0.0	0.0	0.0	9.6	9.6	9.6	9.6
26	36.5	36.5	36.5	36.5	1.5	1.5	1.5	1.5	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0	38.3	38.3	38.3	38.3
27	8.1	8.1	8.1	8.1	19.7	19.7	19.7	19.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.8	27.8	27.8	27.8
28	19.6	19.6	19.6	19.6	1.5	1.5	1.5	1.5	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0	21.3	21.3	21.3	21.3
29	0.2	0.2	0.2	0.2	0.4	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.7	0.7	0.7	0.7
30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

SOURCE: Norwich Household Telephone Survey, 2007

TABLE 9
COMPARISON GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	DISS				HARLESTON				WYMONDHAM				LONGWATER RETAIL PARK				TOTAL			
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	210	246	300	370	210	246	300	370
2	0	0	0	0	0	0	0	0	189	221	270	332	0	0	0	0	189	221	270	332
3	0	0	0	0	0	0	0	0	0	0	0	0	202	235	287	354	202	235	287	354
4	0	0	0	0	102	119	145	179	0	0	0	0	0	0	0	0	102	119	145	179
5	0	0	0	0	0	0	0	0	0	0	0	0	213	250	306	379	213	250	306	379
6	0	0	0	0	0	0	0	0	0	0	0	0	107	127	157	195	107	127	157	195
7	0	0	0	0	0	0	0	0	0	0	0	0	159	190	237	296	159	190	237	296
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	83	98	121	149	83	98	121	149
11	0	0	0	0	0	0	0	0	0	0	0	0	114	136	169	211	114	136	169	211
12	0	0	0	0	0	0	0	0	0	0	0	0	101	121	150	188	101	121	150	188
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	9,966	11,887	14,718	18,288	157	187	232	289	10,122	12,074	14,950	18,575
15	333	398	492	612	0	0	0	0	436	520	644	800	0	0	0	0	769	918	1,136	1,412
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	181	213	259	318	181	213	259	318
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0	143	171	210	261	143	171	210	261
22	0	0	0	0	0	0	0	0	202	240	296	368	583	693	855	1,062	785	934	1,152	1,430
23	385	457	564	700	0	0	0	0	0	0	0	0	0	0	0	0	385	457	564	700
24	9,265	11,075	13,792	17,158	0	0	0	0	0	0	0	0	0	0	0	0	9,265	11,075	13,792	17,158
25	2,386	2,847	3,525	4,379	59	70	87	108	1,196	1,427	1,767	2,195	0	0	0	0	3,642	4,344	5,378	6,683
26	15,970	19,050	23,586	29,308	664	793	981	1,219	135	161	200	248	0	0	0	0	16,770	20,004	24,767	30,775
27	1,643	1,960	2,427	3,015	3,973	4,739	5,868	7,291	0	0	0	0	0	0	0	0	5,616	6,699	8,295	10,306
28	7,345	8,659	10,679	13,091	545	643	792	971	124	146	181	221	0	0	0	0	8,014	9,448	11,652	14,284
29	257	303	374	461	399	471	580	715	0	0	0	0	108	128	158	194	764	902	1,112	1,370
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	37,585	44,749	55,439	68,724	5,742	6,834	8,454	10,484	12,248	14,602	18,074	22,452	2,361	2,794	3,442	4,264	57,936	68,979	85,409	105,924

Source: Table 3 & 8

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

TABLE 12: TOWN & CITY CENTRE COMPARISON FLOORSPACE

	Net Floorspace SqM
Norwich City Council	
Norwich Urban Area	
Norwich City Centre (Including comparison floorspace in Morrisons & Sainsburys)	180,713
Anglia Square	9,773
Aylsham Rd	358
Distillery Rd, Dereham Rd	945
Drayton Rd	142
Bowthorpe	315
Eaton (Inc comparison floorspace in Waitrose)	733
Earlham House	334
Larkman	68
Plumstead Rd	716
SUB TOTAL	194,097
Broadland Distrit Council	
Norwich Urban Area	
Blue Boar Lane, Sprowston (Inc comp floorspace in Tesco)	2,164
Dussindale (Inc comp floorspace in Sainsburys)	1,243
Old Catton	330
Broadland Rural Area	
Aylsham	1,378
Acle	491
Reepham	441
SUB TOTAL	6,048
South Norfolk District Council	
South Norfolk Rural Area	
Wymondham	4,488
Diss (Including comparison goods floorspace in Tesco)	7,032
Harleston	2,266
Long Stratton	783
Hingham	610
Loddon	356
SUB TOTAL	15,535
TOTAL TOWN CENTRE FLOORSPACE	215,680

Source: Norwich City Council, GVA Grimley surveys and South Norfolk Retail Study

TABLE 13: OUT OF CENTRE COMPARISON FLOORSPACE

	Net Floorspace Sq M	Company Average Sales Density £ per sq m	Turnover 2006 based on company averages £000s
Norwich Urban Area			
Hall Road Retail Park			
Homebase	6,096	1,368	8,340
WJ Aldiss	2,402	2,096	5,035
Bennetts	1,589	6,355	10,099
Pets at Home	745	2,161	1,609
Sub Total	10,832	2,316	25,083
Sweet Briar Retail Park			
Currys	1,415	4,755	6,729
PC World	1,652	6,554	10,825
Allied Carpets	914	1,302	1,190
Carpetright	705	1,288	908
Paul Simon	918	1,590	1,460
Sub Total	5,604	3,768	21,112
Sprowston Retail Park			
JUB Sports	1,040	2,052	2,135
Pets at Home	747	2,161	1,613
Harveys	744	1,590	1,184
Homebase	2,692	1,368	3,682
ScS	893	1,489	1,330
Carpetright	930	1,288	1,198
DFS	1,487	5,528	8,222
Vacant (Miller Bros)	933	0	0
The Sofa Company	744	1,579	1,176
Rosebys	744	1,590	1,184
Land of Leather	845	1,579	1,334
Furniture Village	893	2,096	1,872
Sub Total	12,694	1,964	24,929
Free Standing			
Halfords	1,046	2,060	2,155
MFI	1,829	2,096	3,834
Vacant (was World of Leather)	749	0	0
Topps Tiles	646	1,534	992
Wickes	2,171	2,504	5,436
Asda Hellesdon	1,243	3,000	3,729
Sub Total	7,685	2,101	16,145
Longwater Retail Park			
Pets at Home	780	2,161	1,686
Staples	1,560	1,780	2,777
The Range	6,503	1,368	8,896
Vacant (was DP Furniture Express)	750	0	0
Norwich Lighting Centre	929	1,368	1,271
Vacant	1,858	0	0
Vacant	929	0	0
Sub Total	13,309	1,099	14,629
Free Standing			
Comet	2,854	6,355	18,139
B&Q	7,768	2,008	15,598
Magnet	1,135	1,324	1,503
Tesco, Haford Bridge	952	3,000	2,856
Sainsbury's, Longwater	801	3,000	2,403
NORWICH URBAN AREA OOC TOTAL	63,634	2,238	142,398
Rural South Norfolk			
Waitrose Wymondham	480	3,000	1,440

Source: Norwich City Council, GVA Grimley surveys and South Norfolk Retail Study

Total Comparison Goods Floorspace by Area	Net Floorspace (sqm)
Norwich Urban Area	261,468
Rural Broadland	2,311
Rural South Norfolk	16,015
TOTAL	279,794

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

COMPARISON GOODS PLANNING COMMITMENTS

TABLE 14

Scheme	DISTRICT	Net Additional Flsp (sqm)	Co Average Sales (£ per sq m net)	Assumed	Assumed	Assumed	Assumed
				Turnover (£000s) 2006	Turnover (£000s) 2011	Turnover (£000s) 2016	Turnover (£000s) 2021
B&Q, Hall Road	Norwich	7,610	2,008	15,282	16,872	18,628	20,567
15-17 St Stephens St, Norwich City Centre	Norwich	1,580	7,256	11,464	12,658	13,975	15,430
NORWICH SUB TOTAL		9,190		26,746	29,530	32,603	35,997
Longwater Retail Park Mezzanine Floors	South Norfolk (Norwich Urban Area)	12,906	2,000	25,812	28,499	31,465	34,740
Co-op extension, Diss	South Norfolk	490	2,000	980	1,082	1,195	1,319
Four shop units, Poringland	South Norfolk	239	2,000	478	528	583	643
SOUTH NORFOLK SUB TOTAL		13,635		27,270	30,108	33,242	36,702
TOTAL		32,016		108,032	59,638	65,845	72,699

Source: Local authorities

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

DISTRICT FORECASTS COMPARISON GOODS

TABLE 15
FUTURE SHOP FLOORSPACE CAPACITY: BY DISTRICT

GROWTH IN SALES PER SQ M	COMPARISON											
	GOODS				2.0				%pa '06-'21			
	NORWICH URBAN AREA COMPARISON GOODS				RURAL SOUTH NORFOLK COMPARISON GOODS				RURAL BROADLAND COMPARISON GOODS			
	2006	2011	2016	2021	2006	2011	2016	2021	2006	2011	2016	2021
Total Available Expenditure (£000)	2,154,354	2,543,953	3,134,118	3,876,955	2,154,354	2,543,953	3,134,118	3,876,955	2,154,354	2,543,953	3,134,118	3,876,955
Market Share from Survey Area	49.3	49.3	49.3	49.3	2.6	2.6	2.6	2.6	0.4	0.4	0.4	0.4
Survey Area Residents Spending Derived From Household Telephone Survey (£000)	1,062,034	1,256,190	1,548,271	1,917,969	55,576	66,185	81,967	101,659	7,721	9,218	11,441	14,253
Inflow to Norwich City Centre from Beyond Survey Area (6.4%) £000	64,828	124,595	153,557	190,203	0	0	0	0	0	0	0	0
Total District Turnover (£000)	1,126,862	1,380,785	1,701,828	2,108,172	55,576	66,185	81,967	101,659	7,721	9,218	11,441	14,253
Existing Shop Floorspace (sq m net)	261,468	261,468	261,468	261,468	16,015	16,015	16,015	16,015	2,311	2,311	2,311	2,311
Sales per sq m net £ (District turnover divided by existing floorspace with a 2% sales efficiency)	4,310	4,758	5,254	5,800	3,470	3,831	4,230	4,670	3,342	3,689	4,073	4,497
Sales from Existing Floorspace (£000)	1,126,862	1,244,147	1,373,639	1,516,608	55,576	61,360	67,746	74,797	7,721	8,525	9,412	10,392
Sales from Committed Floorspace (£000)	0	58,028	64,068	70,736	0	1,610	1,777	1,962	0	0	0	0
Residual Spending to Support new shops (£000)	0	78,610	264,121	520,828	0	3,216	12,444	24,900	0	693	2,029	3,861
Sales per sq m net in new shops (£)	5,500	6,072	6,704	7,402	3,000	3,312	3,657	4,038	3,000	3,312	3,657	4,038
Capacity for new floorspace (sq m net)	0	12,945	39,395	70,361	0	971	3,403	6,167	0	209	555	956

Includes Norwich City Centre, all Norwich OOC, Sprowston & Longwater Retail Parks, B&Q Boundary Road.

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NB: Less than Norwich City Centre due to significant commitment at Longwater Retail Park

NORWICH SUB REGION RETAIL STUDY

TABLE 16
FUTURE RETAIL FLOORSPACE CAPACITY:
NORWICH SUB-REGION GLOBAL FORECAST
NORWICH CITY CENTRE FORECAST (INCLUDING ANGLIA SQUARE)

GROWTH IN SALES PER SQ M	COMPARISON			
	GOODS	2.0	%pa '06-'21	
	COMPARISON GOODS			
	2006	2011	2016	2021
Total Available Expenditure (£000)	2,154,354	2,543,953	3,134,118	3,876,955
Market Share from Survey Area	44.0	44.0	44.0	44.0
Survey Area Residents Spending Derived From Household Survey (£000)	948,116	1,121,357	1,382,009	1,711,829
Inflow <i>to Norwich City Centre</i> from Beyond Survey Area (6.4%) £000	64,828	124,595	153,557	190,203
Total City Centre Turnover	1,012,944	1,245,952	1,535,565	1,902,032
Existing Shop Floorspace (sq m net)	190,486	190,486	190,486	190,486
Sales per sq m net £ (Centre turnover divided by existing floorspace with a 2% sales efficiency)	5,318	5,871	6,482	7,157
Sales from Existing Floorspace (£000)	1,012,944	1,118,372	1,234,773	1,363,289
Sales from Committed Floorspace (£000)	0	29,530	32,603	35,997
Residual Spending to support new floorspace (£000)	0	98,050	268,189	502,746
Assumed sales per sq m net of new floorspace (£)	5,500	6,072	6,704	7,402
Forecast Capacity for new floorspace (sq m net)	0	16,147	40,001	67,918

TABLE 17
DISS TOWN CENTRE FORECAST

GROWTH IN SALES PER SQ M	COMPARISON GOODS 2.0 %pa '06-'21			
	2006	2011	2016	2021
Total Available Expenditure (£000)	2,154,354	2,543,953	3,134,118	3,876,955
Market Share from Survey Area	1.7	1.7	1.7	1.7
Town Centre Turnover Derived From Household Survey (£000)	37,585	44,749	55,439	68,724
Existing Shop Floorspace (sq m net)	7,032	7,032	7,032	7,032
Sales per sq m net £ (Centre turnover divided by existing floorspace with a 2% sales efficiency)	5,345	5,901	6,515	7,194
Sales from Existing Floorspace (£000)	37,585	41,497	45,816	50,585
Sales from Committed Floorspace (£000)	0	0	0	0
Residual Spending to Support new shops (£000)	0	3,252	9,623	18,139
Assumed sales per sq m net of new floorspace (£)	3,000	3,312	3,657	4,038
Capacity for new floorspace (sq m net)	0	982	2,631	4,492

TABLE 18
HARLESTON TOWN CENTRE FORECAST

GROWTH IN SALES PER SQ M	COMPARISON GOODS 2.0 %pa '06-'21			
	2006	2011	2016	2021
Total Available Expenditure (£000)	2,154,354	2,543,953	3,134,118	3,876,955
Market Share from Survey Area	0.3	0.3	0.3	0.3
Town Centre Turnover Derived From Household Survey (£000)	5,742	6,834	8,454	10,484
Existing Shop Floorspace (sq m net)	2,266	2,266	2,266	2,266
Sales per sq m net £ (Centre turnover divided by existing floorspace with a 2% sales efficiency)	2,534	2,798	3,089	3,411
Sales from Existing Floorspace (£000)	5,742	6,340	7,000	7,728
Sales from Committed Floorspace (£000)	0	0	0	0
Residual Spending to Support new shops (£000)	0	494	1,454	2,756
Assumed sales per sq m net of new floorspace (£)	3,000	3,312	3,657	4,038
Capacity for new floorspace (sq m net)	0	149	398	682

TABLE 19
WYMONDHAM TOWN CENTRE FORECAST

GROWTH IN SALES PER SQ M	COMPARISON GOODS 2.0 %pa '06-'21			
	COMPARISON GOODS			
	2006	2011	2016	2021
Total Available Expenditure (£000)	2,154,354	2,543,953	3,134,118	3,876,955
Market Share from Survey Area	0.6	0.6	0.6	0.6
Town Centre Turnover Derived From Household Survey (£000)	12,248	14,602	18,074	22,452
Existing Shop Floorspace (sq m net)	4,488	4,488	4,488	4,488
Sales per sq m net £ (Centre turnover divided by existing floorspace with a 2% sales efficiency)	2,729	3,013	3,327	3,673
Sales from Existing Floorspace (£000)	12,248	13,523	14,931	16,484
Sales from Committed Floorspace (£000)	0	0	0	0
Residual Spending to Support new shops (£000)	0	1,079	3,144	5,968
Assumed sales per sq m net of new floorspace (£)	3,000	3,312	3,657	4,038
Capacity for new floorspace (sq m net)	0	326	860	1,478

TABLE 20
AYLSHAM TOWN CENTRE FORECAST

GROWTH IN SALES PER SQ M	COMPARISON GOODS 2.0 %pa '06-'21			
	COMPARISON GOODS			
	2006	2011	2016	2021
Total Available Expenditure (£000)	2,154,354	2,543,953	3,134,118	3,876,955
Market Share from Survey Area	0.3	0.3	0.3	0.3
Town Centre Turnover Derived From Household Survey (£000)	6,671	7,967	9,891	12,326
Existing Shop Floorspace (sq m net)	1,378	1,378	1,378	1,378
Sales per sq m net £ (Centre turnover divided by existing floorspace with a 2% sales efficiency)	4,841	5,345	5,901	6,515
Sales from Existing Floorspace (£000)	6,671	7,366	8,132	8,979
Sales from Committed Floorspace (£000)	0	0	0	0
Residual Spending to Support new shops (£000)	0	601	1,759	3,347
Assumed sales per sq m net of new floorspace (£)	3,000	3,312	3,657	4,038
Capacity for new floorspace (sq m net)	0	181	481	829

APPENDIX 9

CAPACITY PROJECTIONS: CONVENIENCE GOODS

Convenience Goods Capacity Forecasts

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NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

Convenience Goods Capacity Forecasts

TABLE 1
POPULATION PROJECTIONS

SURVEY ZONE	POSTCODE SECTOR GROUPING	2006	2011	2016	2021
1	NR1 1/2/3/4	22,702	23,101	23,518	24,061
2	NR2 1/2/3/4	25,189	25,631	26,094	26,697
3	NR3 1/2/3/4	31,344	31,894	32,469	33,220
4	NR4 6/7	22,020	22,407	22,811	23,338
5	NR5 0/8/9	25,891	26,533	27,132	27,830
6	NR6 5/6/7	21,963	22,763	23,491	24,256
7	NR7 0/8	23,806	24,868	25,810	26,752
8	NR7 9/ NR13 5	14,144	14,775	15,334	15,894
9	NR13 3/ 4	12,923	13,499	14,010	14,522
10	NR12 8/ NR13 6	11,675	12,053	12,364	12,676
11	NR10 3/ NR12 7	13,673	14,283	14,824	15,365
12	NR10 4/5/6	18,639	19,470	20,208	20,945
13	NR8 5/6 / NR9 5	22,294	23,279	24,146	25,014
14	NR9 3/4 / NR18 0/9	27,346	28,454	29,370	30,285
15	NR14 7/8 / NR15 1	21,321	22,185	22,899	23,613
16	NR14 6/ NR34 0/ NR35 2	14,867	15,469	15,967	16,465
17	NR30 1/2/3/4/5 / NR31 0/6/7/8/9	74,714	75,540	76,613	78,017
18	NR29 3/4/5 / NR12 0/9	29,166	29,664	30,122	30,646
19	NR11 7/8 / NR24 2 / NR25 6/7 / NR26 8/ NR27	59,001	60,366	61,375	62,384
20	NR21 0/7/8/9 / NR22 6 / NR23 1	19,917	20,387	20,719	21,060
21	NR19 1/2 / NR20 3/4/5	37,118	38,485	39,584	40,773
22	IP25 6/7 / NR17 1/2	32,254	33,442	34,398	35,431
23	IP24 1/2/3	26,110	27,071	27,845	28,681
24	IP22 1/2	17,918	18,683	19,397	20,025
25	NR15 2/ NR16 1	13,602	14,153	14,609	15,064
26	IP21 4/ IP22 4/5	15,713	16,350	16,876	17,402
27	IP20 0/9	7,481	7,784	8,035	8,285
28	IP13 8/ IP21 5/ IP23 7/8	13,793	14,184	14,583	14,836
29	IP18 6/ IP19 0/8/9/ NR34 7/8/9 / NR35 1	41,863	43,103	44,282	45,294
30	NR32 1 2/3/4/5 / NR330/7/8/9	77,227	79,544	82,633	84,950
TOTAL		795,674	819,420	841,518	863,781

TABLE 1A
POPULATION GROWTH RATES

2006-2011 (%)	2006-2016 (%)	2006-2021 (%)
2	4	6
2	4	6
2	4	6
2	4	6
2	5	7
4	7	10
4	8	12
4	8	12
4	8	12
3	6	9
4	8	12
4	8	12
4	8	12
4	7	11
4	7	11
4	7	11
1	3	4
2	3	5
2	4	6
2	4	6
4	7	10
4	7	10
4	7	10
4	8	12
4	7	11
4	7	11
4	7	11
3	6	8
3	6	8
3	7	10
3	6	9

Source: Norfolk County Council and Experian

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

TABLE 2
CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2005 PRICES)

GROWTH IN PER CAPITA RETAIL EXPENDI											
0.70					%pa 2005-2021						
2005		2005		2006		2006		2011		2011	
Minus SFT at 1.85%		Minus SFT at 1.85%		Minus SFT at 2.2%		Minus SFT at 2.2%		Minus SFT at 3.45%		Minus SFT at 3.45%	
2016		2016		2021		2021		2021		2021	
Minus SFT at 3.5%		Minus SFT at 3.5%		Minus SFT at 3.5%		Minus SFT at 3.5%		Minus SFT at 3.5%		Minus SFT at 3.5%	
ZONE											
1	1,668	1,637	1,680	1,643	1,739	1,679	1,801	1,738	1,865	1,800	
2	1,741	1,709	1,753	1,715	1,815	1,753	1,880	1,814	1,947	1,878	
3	1,660	1,629	1,672	1,635	1,731	1,671	1,792	1,730	1,856	1,791	
4	1,470	1,443	1,480	1,448	1,533	1,480	1,587	1,532	1,644	1,586	
5	1,459	1,432	1,469	1,437	1,521	1,469	1,575	1,520	1,631	1,574	
6	1,638	1,608	1,649	1,613	1,708	1,649	1,769	1,707	1,831	1,767	
7	1,637	1,607	1,648	1,612	1,707	1,648	1,768	1,706	1,830	1,766	
8	1,601	1,571	1,612	1,577	1,669	1,612	1,729	1,668	1,790	1,727	
9	1,635	1,605	1,646	1,610	1,705	1,646	1,765	1,704	1,828	1,764	
10	1,631	1,601	1,642	1,606	1,701	1,642	1,761	1,699	1,824	1,760	
11	1,618	1,588	1,629	1,593	1,687	1,629	1,747	1,686	1,809	1,746	
12	1,617	1,587	1,628	1,592	1,686	1,628	1,746	1,685	1,808	1,745	
13	1,623	1,593	1,634	1,598	1,692	1,634	1,752	1,691	1,815	1,751	
14	1,653	1,622	1,665	1,628	1,724	1,664	1,785	1,722	1,848	1,783	
15	1,714	1,682	1,726	1,688	1,787	1,726	1,851	1,786	1,916	1,849	
16	1,638	1,608	1,649	1,613	1,708	1,649	1,769	1,707	1,831	1,767	
17	1,515	1,487	1,526	1,492	1,580	1,525	1,636	1,579	1,694	1,635	
18	1,698	1,667	1,710	1,672	1,771	1,709	1,833	1,769	1,898	1,832	
19	1,642	1,612	1,653	1,617	1,712	1,653	1,773	1,711	1,836	1,772	
20	1,690	1,659	1,702	1,664	1,762	1,701	1,825	1,761	1,890	1,823	
21	1,621	1,591	1,632	1,596	1,690	1,632	1,750	1,689	1,812	1,749	
22	1,556	1,527	1,567	1,532	1,623	1,567	1,680	1,621	1,740	1,679	
23	1,543	1,514	1,554	1,520	1,609	1,553	1,666	1,608	1,725	1,665	
24	1,710	1,678	1,722	1,684	1,783	1,722	1,846	1,782	1,912	1,845	
25	1,658	1,627	1,670	1,633	1,729	1,669	1,790	1,728	1,854	1,789	
26	1,654	1,623	1,666	1,629	1,725	1,665	1,786	1,723	1,849	1,785	
27	1,683	1,652	1,695	1,657	1,755	1,694	1,817	1,754	1,882	1,816	
28	1,731	1,699	1,743	1,705	1,805	1,743	1,869	1,804	1,935	1,868	
29	1,643	1,613	1,655	1,618	1,713	1,654	1,774	1,712	1,837	1,773	
30	1,525	1,497	1,536	1,502	1,590	1,535	1,647	1,589	1,705	1,645	

Source: Experian

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

TABLE 3
SURVEY AREA CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS

ZONE	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	37,293	38,793	40,874	43,302
2	43,189	44,926	47,336	50,149
3	51,243	53,302	56,160	59,499
4	31,879	33,161	34,939	37,015
5	37,203	38,974	41,247	43,809
6	35,430	37,538	40,093	42,868
7	38,380	40,984	44,024	47,250
8	22,301	23,815	25,580	27,455
9	20,809	22,220	23,868	25,618
10	18,753	19,791	21,012	22,307
11	21,788	23,266	24,992	26,823
12	29,683	31,696	34,047	36,542
13	35,635	38,037	40,833	43,803
14	44,518	47,353	50,586	54,013
15	35,990	38,282	40,896	43,668
16	23,983	25,510	27,251	29,099
17	111,476	115,218	120,939	127,527
18	48,773	50,710	53,293	56,145
19	95,412	99,792	105,006	110,521
20	33,150	34,687	36,484	38,401
21	59,256	62,806	66,858	71,311
22	49,427	52,388	55,769	59,483
23	39,677	42,053	44,768	47,748
24	30,175	32,164	34,561	36,946
25	22,210	23,624	25,238	26,948
26	25,595	27,226	29,084	31,055
27	12,400	13,189	14,090	15,044
28	23,514	24,719	26,302	27,708
29	67,739	71,297	75,808	80,293
30	115,986	122,126	131,303	139,776
TOTAL	1,262,868	1,329,649	1,413,243	1,502,125

Source: Tables 1 & 2

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS
RURAL BROADLAND

TABLE 8
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	RURAL CENTRES			
	AYLSHAM, ACLE, REEPHAM (INC OOC)			
	2006 (%)	2011 (%)	2016 (%)	2021 (%)
1	0	0	0	0
2	0	0	0	0
3	0	0	0	0
4	0	0	0	0
5	0	0	0	0
6	0	0	0	0
7	0	0	0	0
8	0	0	0	0
9	10	10	10	10
10	1	1	1	1
11	1	1	1	1
12	29	29	29	29
13	0	0	0	0
14	0	0	0	0
15	0	0	0	0
16	0	0	0	0
17	0	0	0	0
18	0	0	0	0
19	0	0	0	0
20	0	0	0	0
21	0	0	0	0
22	0	0	0	0
23	1	1	1	1
24	0	0	0	0
25	0	0	0	0
26	0	0	0	0
27	0	0	0	0
28	0	0	0	0
29	0	0	0	0
30	0	0	0	0

Source: Norwich Household Telephone Survey 2007

TABLE 9
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	RURAL CENTRES			
	AYLSHAM, ACLE, REEPHAM (INC OOC)			
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0
2	0	0	0	0
3	0	0	0	0
4	0	0	0	0
5	0	0	0	0
6	0	0	0	0
7	0	0	0	0
8	0	0	0	0
9	2,050	2,189	2,351	2,523
10	169	178	189	201
11	163	174	187	201
12	6,734	9,527	10,016	10,752
13	0	0	0	0
14	0	0	0	0
15	0	0	0	0
16	0	0	0	0
17	0	0	0	0
18	0	0	0	0
19	167	175	184	193
20	0	0	0	0
21	163	173	184	196
22	0	0	0	0
23	288	315	338	358
24	0	0	0	0
25	0	0	0	0
26	0	0	0	0
27	0	0	0	0
28	0	0	0	0
29	135	143	152	161
30	0	0	0	0
TOTAL	11,879	12,873	13,601	14,588

Source: Tables 3&6

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS
NORWICH OUT-OF-CENTE

TABLE 14
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Aeda, Hellesdon				Lill, Aylsham Rd				TOTAL			
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)
1	2	2	2	2	0	0	0	0	2	2	2	2
2	6	6	6	6	0	0	0	0	6	6	6	6
3	21	21	21	21	1	1	1	1	22	22	22	22
4	5	5	5	5	0	0	0	0	5	5	5	5
5	25	25	25	25	0	0	0	0	25	25	25	25
6	1	1	1	1	0	0	0	0	1	1	1	1
7	1	1	1	1	0	0	0	0	1	1	1	1
8	1	1	1	1	0	0	0	0	1	1	1	1
9	1	1	1	1	0	0	0	0	1	1	1	1
10	1	1	1	1	0	0	0	0	1	1	1	1
11	25	25	25	25	2	2	2	2	27	27	27	27
12	15	15	15	15	1	1	1	1	16	16	16	16
13	31	31	31	31	0	0	0	0	31	31	31	31
14	3	3	3	3	0	0	0	0	3	3	3	3
15	2	2	2	2	0	0	0	0	2	2	2	2
16	1	1	1	1	0	0	0	0	1	1	1	1
17	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0
19	3	3	3	3	1	1	1	1	4	4	4	4
20	1	1	1	1	0	0	0	0	1	1	1	1
21	1	1	1	1	0	0	0	0	1	1	1	1
22	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0
24	1	1	1	1	0	0	0	0	1	1	1	1
25	1	1	1	1	0	0	0	0	1	1	1	1
26	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 15
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Aeda, Hellesdon				Lill, Aylsham Rd				TOTAL			
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	636	675	699	674	0	0	0	0	636	675	699	674
2	2,429	2,527	2,663	2,821	0	0	0	0	2,429	2,527	2,663	2,821
3	19,838	11,273	11,876	12,664	603	686	716	726	20,441	11,959	12,592	13,390
4	1,678	1,641	1,729	1,832	0	0	0	0	1,678	1,641	1,729	1,832
5	7,701	6,968	6,536	6,969	0	0	0	0	7,701	6,968	6,536	6,969
6	15,844	14,668	15,606	16,791	0	0	0	0	15,844	14,668	15,606	16,791
7	288	307	330	354	0	0	0	0	288	307	330	354
8	312	333	358	384	0	0	0	0	312	333	358	384
9	203	217	233	250	0	0	0	0	203	217	233	250
10	197	208	221	234	0	0	0	0	197	208	221	234
11	6,529	6,904	6,342	6,806	459	436	469	503	6,988	6,340	6,810	7,309
12	6,527	4,834	5,102	5,371	249	261	261	301	6,776	5,095	5,473	5,672
13	11,135	11,687	12,700	13,668	0	0	0	0	11,135	11,687	12,700	13,668
14	1,235	1,314	1,404	1,499	0	0	0	0	1,235	1,314	1,404	1,499
15	640	674	613	655	0	0	0	0	640	674	613	655
16	292	268	286	306	0	0	0	0	292	268	286	306
17	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0
19	2,433	2,545	2,676	2,818	1,002	1,048	1,103	1,160	3,435	3,593	3,780	3,979
20	667	707	752	802	0	0	0	0	667	707	752	802
21	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0
24	249	235	267	281	0	0	0	0	249	235	267	281
25	1,117	1,155	1,265	1,353	0	0	0	0	1,117	1,155	1,265	1,353
26	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0
29	1,116	1,201	1,261	1,326	0	0	0	0	1,116	1,201	1,261	1,326
30	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	66,499	70,206	74,763	79,723	2,309	2,426	2,668	2,723	68,807	72,631	77,431	82,446

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS
SOUTH NORFOLK OUT OF CENTRE

TABLE 16
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Tesco, Harford Bridge				Sainsburys, Longwater				Waitrose, Wymondham				Budgens, Poringland				TOTAL			
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)
1	12	12	12	12	0	0	0	0	0	0	0	0	0	0	0	0	12	12	12	12
2	7	7	7	7	2	2	2	2	0	0	0	0	0	0	0	0	9	9	9	9
3	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1
4	23	23	23	23	2	2	2	2	0	0	0	0	0	0	0	0	24	24	24	24
5	2	2	2	2	33	33	33	33	0	0	0	0	0	0	0	0	34	34	34	34
6	0	0	0	0	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	4	4	4	4	0	0	0	0	0	0	0	0	0	0	0	0	4	4	4	4
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4
12	1	1	1	1	3	3	3	3	0	0	0	0	0	0	0	0	4	4	4	4
13	3	3	3	3	24	24	24	24	0	0	0	0	0	0	0	0	27	27	27	27
14	13	13	13	13	11	11	11	11	27	27	27	27	0	0	0	0	52	52	52	52
15	36	36	36	36	0	0	0	0	2	2	2	2	4	4	4	4	41	41	41	41
16	9	9	9	9	1	1	1	1	0	0	0	0	1	1	1	1	11	11	11	11
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1
21	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	3	3	3	3
22	1	1	1	1	1	1	1	1	2	2	2	2	0	0	0	0	3	3	3	3
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	2	2	2	2	0	0	0	0	2	2	2	2
25	35	35	35	35	2	2	2	2	5	5	5	5	0	0	0	0	42	42	42	42
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	7	7	7	7	0	0	0	0	0	0	0	0	0	0	0	0	7	7	7	7
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1

TABLE 17
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Tesco, Harford Bridge				Sainsburys, Longwater				Waitrose, Wymondham				Budgens, Poringland				TOTAL			
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	4,447	4,626	4,874	5,164	0	0	0	0	0	0	0	0	0	0	0	0	4,447	4,626	4,874	5,164
2	2,980	3,100	3,266	3,460	1,004	1,045	1,101	1,166	0	0	0	0	0	0	0	0	3,984	4,144	4,367	4,626
3	0	0	0	0	307	320	337	357	0	0	0	0	0	0	0	0	307	320	337	357
4	7,284	7,577	7,984	8,458	502	522	550	583	0	0	0	0	0	0	0	0	7,786	8,100	8,534	9,041
5	558	585	619	657	12,184	12,764	13,508	14,348	0	0	0	0	0	0	0	0	12,742	13,348	14,127	15,005
6	0	0	0	0	1,169	1,239	1,323	1,415	0	0	0	0	0	0	0	0	1,169	1,239	1,323	1,415
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	870	929	998	1,071	0	0	0	0	0	0	0	0	0	0	0	0	870	929	998	1,071
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	84	89	95	100	0	0	0	0	0	0	0	0	0	0	0	0	84	89	95	100
11	0	0	0	0	817	872	937	1,006	0	0	0	0	0	0	0	0	817	872	937	1,006
12	245	261	281	301	1,024	1,094	1,175	1,261	0	0	0	0	0	0	0	0	1,269	1,355	1,456	1,562
13	1,185	1,265	1,358	1,456	8,437	9,005	9,667	10,370	0	0	0	0	0	0	0	0	9,621	10,270	11,025	11,827
14	5,754	6,120	6,538	6,981	5,086	5,410	5,779	6,171	12,142	12,915	13,797	14,732	0	0	0	0	22,982	24,446	26,115	27,884
15	12,795	13,609	14,538	15,524	0	0	0	0	540	574	613	655	1,512	1,608	1,718	1,834	14,846	15,791	16,870	18,013
16	2,087	2,219	2,371	2,532	252	268	286	306	0	0	0	0	204	217	232	247	2,542	2,704	2,889	3,084
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	366	380	400	421	0	0	0	0	0	0	0	0	0	0	0	0	366	380	400	421
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	323	338	356	374	0	0	0	0	0	0	0	0	323	338	356	374
21	356	377	401	428	830	879	936	998	518	550	585	624	0	0	0	0	1,704	1,806	1,922	2,050
22	630	668	711	758	297	314	335	357	741	786	837	892	0	0	0	0	1,668	1,768	1,882	2,008
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	686	732	786	841	0	0	0	0	686	732	786	841
25	7,846	8,345	8,915	9,519	416	443	473	505	1,011	1,075	1,148	1,226	0	0	0	0	9,273	9,863	10,537	11,251
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	818	870	930	993	0	0	0	0	0	0	0	0	0	0	0	0	818	870	930	993
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	841	885	952	1,013	0	0	0	0	0	0	0	0	0	0	0	0	841	885	952	1,013
TOTAL	49,145	51,907	55,230	58,838	32,648	34,513	36,763	39,216	15,639	16,632	17,767	18,970	1,715	1,825	1,949	2,081	99,148	104,877	111,710	119,106

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS
HARLESTON TOWN CENTRE

TABLE 20
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Budgens, Harleston				Local Stores, Harleston				TOTAL			
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)
1	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	1	1	1	1
7	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0
16	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0
25	0	0	0	0	0	0	0	0	0	0	0	0
26	1	1	1	1	0	0	0	0	1	1	1	1
27	29	29	29	29	10	10	10	10	38	38	38	38
28	1	1	1	1	0	0	0	0	1	1	1	1
29	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 21
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Budgens, Harleston				Local Stores, Harleston				TOTAL			
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0
6	106	113	120	129	106	113	120	129	213	225	241	257
7	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0
16	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0
25	0	0	0	0	89	94	101	108	89	94	101	108
26	365	388	414	443	0	0	0	0	365	388	414	443
27	3,534	3,759	4,016	4,288	1,193	1,269	1,356	1,448	4,727	5,028	5,372	5,736
28	212	222	237	249	0	0	0	0	212	222	237	249
29	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	4,217	4,482	4,787	5,108	1,389	1,477	1,577	1,684	5,605	5,959	6,365	6,793

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS
WYMONDHAM TOWN CENTRE

TABLE 22
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Somerfield, Wymondham				Local stores, Wymondham				TOTAL			
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)
1	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0
14	3	3	3	3	4	4	4	4	7	7	7	7
15	0	0	0	0	0	0	0	0	0	0	0	0
16	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0
25	0	0	0	0	0	0	0	0	0	0	0	0
26	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 23
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Somerfield, Wymondham				Local stores, Wymondham				TOTAL			
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0
14	1,614	1,610	1,720	1,836	1,747	1,859	1,965	2,120	3,261	3,469	3,705	3,956
15	0	0	0	0	0	0	0	0	0	0	0	0
16	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0
25	89	94	101	108	0	0	0	0	89	94	101	108
26	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0
28	47	49	53	55	0	0	0	0	47	49	53	55
29	0	0	0	0	288	303	322	341	288	303	322	341
30	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	1,649	1,754	1,873	2,000	2,035	2,162	2,308	2,461	3,685	3,916	4,181	4,461

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS
OTHER SOUTH NORFOLK CENTRES

TABLE 24
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Long Stratton				Hingham				Loddon				TOTAL			
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0
15	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1
16	0	0	0	0	0	0	0	0	3	3	3	3	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	10	10	10	10	0	0	0	0	0	0	0	0	10	10	10	10
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 25
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Long Stratton				Hingham				Loddon				TOTAL			
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	1,080	1,148	1,227	1,310	0	0	0	0	1,080	1,148	1,227	1,310
15	306	325	348	371	0	0	0	0	99	105	112	120	405	431	460	491
16	0	0	0	0	0	0	0	0	815	867	927	989	815	867	927	989
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	159	165	173	182	159	165	173	182
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	2,221	2,362	2,524	2,695	0	0	0	0	0	0	0	0	2,221	2,362	2,524	2,695
26	115	123	131	140	0	0	0	0	0	0	0	0	115	123	131	140
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	2,642	2,810	3,002	3,206	1,080	1,148	1,227	1,310	1,073	1,137	1,212	1,292	4,795	5,096	5,441	5,807

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS
BROADLAND URBAN CENTRES

TABLE 26
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Tesco, Blue Boar Lane, Sprowston				Sainsburys, Thorpe St Andrew (Dussindale)				Somerfield, Old Catton				Budgens, Drayton				TOTAL				
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	
1	3	3	3	3	3	10	10	10	10	0	0	0	0	0	0	0	0	14	14	14	14
2	2	2	2	2	3	3	3	3	0	0	0	0	0	0	0	0	0	5	5	5	5
3	19	19	19	19	3	3	3	3	1	1	1	1	0	0	0	0	0	23	23	23	23
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	3	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3	3	3
6	14	14	14	14	6	6	6	6	10	10	10	10	0	0	0	0	0	30	30	30	30
7	40	40	40	40	28	28	28	28	0	0	0	0	0	0	0	0	0	68	68	68	68
8	30	30	30	30	21	21	21	21	0	0	0	0	0	0	0	0	0	51	51	51	51
9	13	13	13	13	20	20	20	20	0	0	0	0	0	0	0	0	0	33	33	33	33
10	31	31	31	31	11	11	11	11	0	0	0	0	0	0	0	0	0	42	42	42	42
11	26	26	26	26	4	4	4	4	8	8	8	8	0	0	0	0	0	38	38	38	38
12	4	4	4	4	0	0	0	0	0	0	0	0	0	0	0	0	0	4	4	4	4
13	4	4	4	4	3	3	3	3	0	0	0	0	6	6	6	6	6	13	13	13	13
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	3	3	3	3	0	0	0	0	0	0	0	0	0	3	3	3	3
16	0	0	0	0	2	2	2	2	0	0	0	0	0	0	0	0	0	2	2	2	2
17	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	1
18	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2
19	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	2	2	2	2
20	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	2	2	2	2
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	1
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 27
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Tesco, Blue Boar Lane, Sprowston				Sainsburys, Thorpe St Andrew (Dussindale)				Somerfield, Old Catton				Budgens, Drayton				TOTAL				
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	
1	1,221	1,270	1,339	1,418	3,651	4,005	4,220	4,471	103	107	112	119	0	0	0	0	5,174	5,363	5,671	6,008	
2	777	809	852	903	1,328	1,381	1,456	1,542	0	0	0	0	0	0	0	0	2,105	2,190	2,308	2,445	
3	9,864	10,261	10,811	11,453	1,563	1,626	1,713	1,815	307	320	337	357	0	0	0	0	11,735	12,206	12,861	13,625	
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	958	1,004	1,062	1,128	0	0	0	0	0	0	0	0	0	0	0	0	958	1,004	1,062	1,128	
6	4,889	5,180	5,533	5,916	1,993	2,112	2,255	2,411	3,543	3,754	4,009	4,287	106	113	120	129	10,532	11,158	11,918	12,742	
7	15,294	16,332	17,544	18,829	10,833	11,568	12,426	13,336	115	123	132	142	0	0	0	0	26,242	28,023	30,101	32,307	
8	6,663	7,115	7,642	8,202	4,611	4,924	5,289	5,676	0	0	0	0	0	0	0	0	11,273	12,038	12,931	13,879	
9	2,804	2,994	3,216	3,452	4,141	4,422	4,750	5,098	0	0	0	0	0	0	0	0	6,945	7,416	7,966	8,550	
10	5,748	6,066	6,440	6,837	2,077	2,192	2,327	2,470	0	0	0	0	0	0	0	0	7,825	8,258	8,767	9,307	
11	5,556	5,933	6,373	6,840	899	960	1,031	1,106	1,770	1,860	2,031	2,179	0	0	0	0	8,225	8,783	9,434	10,126	
12	1,121	1,197	1,285	1,379	0	0	0	0	0	0	0	0	0	0	0	0	1,121	1,197	1,285	1,379	
13	1,363	1,455	1,562	1,675	1,033	1,103	1,184	1,270	0	0	0	0	2,174	2,320	2,491	2,672	4,570	4,878	5,237	5,618	
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	1,179	1,254	1,339	1,430	0	0	0	0	0	0	0	0	1,179	1,254	1,339	1,430	
16	0	0	0	0	522	555	593	633	0	0	0	0	0	0	0	0	522	555	593	633	
17	0	0	0	0	585	605	635	670	0	0	0	0	0	0	0	0	585	605	635	670	
18	1,097	1,141	1,199	1,263	0	0	0	0	0	0	0	0	0	0	0	0	1,097	1,141	1,199	1,263	
19	1,002	1,048	1,103	1,160	501	524	551	580	0	0	0	0	0	0	0	0	1,503	1,572	1,654	1,741	
20	448	468	493	518	323	338	356	374	0	0	0	0	0	0	0	0	771	806	848	893	
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	297	314	335	357	0	0	0	0	0	0	0	0	0	0	0	0	297	314	335	357	
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	294	314	337	360	0	0	0	0	0	0	0	0	0	0	0	0	294	314	337	360	
25	0	0	0	0	89	94	101	108	0	0	0	0	0	0	0	0	89	94	101	108	
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	356	374	398	422	0	0	0	0	0	0	0	0	356	374	398	422	
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	59,396	62,900	67,124	71,693	35,882	38,307	40,623	43,413	5,838	6,194	6,621	7,084	2,280	2,433	2,611	2,801	103,397	109,563	116,979	124,991	

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS
BROADLAND RURAL CENTRES
AYLSHAM

TABLE 28
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Budgens, Aylsham				Somerfield, Aylsham				Local Stores, Aylsham				TOTAL			
	2006	2011	2016	2021	2006	2011	2016	2021	2006	2011	2016	2021	2006	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
12	17	17	17	17	3	3	3	3	5	5	5	5	26	26	26	26
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 29
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Budgens, Aylsham				Somerfield, Aylsham				Local Stores, Aylsham				TOTAL			
	2006	2011	2016	2021	2006	2011	2016	2021	2006	2011	2016	2021	2006	2011	2016	2021
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	82	87	94	101	82	87	94	101	0	0	0	0	163	174	187	201
12	5,135	5,483	5,890	6,322	905	967	1,038	1,115	1,603	1,712	1,839	1,973	7,643	8,162	8,767	9,409
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	167	175	184	193	0	0	0	0	0	0	0	0	167	175	184	193
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	298	315	336	358	298	315	336	358
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	5,384	5,745	6,168	6,616	987	1,054	1,132	1,215	1,900	2,027	2,174	2,331	8,271	8,826	9,474	10,162

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS
BROADLAND RURAL CENTRES

TABLE 30
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Acle				Budgens, Acle (OOC)				Reepham				TOTAL			
	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)	2006 (%)	2011 (%)	2016 (%)	2021 (%)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	5	5	5	5	4	4	4	4	1	1	1	1	10	10	10	10
10	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	4	4	4	4	4	4	4	4
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 31
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	Acle				Budgens, Acle (OOC)				Reepham				TOTAL			
	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2006 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	1,040	1,111	1,193	1,281	843	900	967	1,038	166	178	191	205	2,050	2,189	2,351	2,523
10	84	89	95	100	84	89	95	100	0	0	0	0	169	178	189	201
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	1,091	1,165	1,251	1,343	1,091	1,165	1,251	1,343
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	163	173	184	196	163	173	184	196
22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	135	143	152	161	135	143	152	161
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	1,125	1,200	1,288	1,381	927	989	1,061	1,138	1,556	1,658	1,778	1,905	3,608	3,847	4,127	4,424

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS FLOORSPACE

TABLE 32: NORWICH URBAN AREA CONVENIENCE RETAIL PROVISION

	Net Flsp sq m	Net Convenience Ratio (%)	Net Convenience (sq m)	Co Average Sales (£ per sq m net)	Turnover based on compay averages (£000s)
NORWICH URBAN AREA					
Norwich City Centre					
Tesco Metro, Guildhall Hill	790	100	790	12,435	9,824
Marks & Spencer	1,485	100	1,485	9,641	14,317
Iceland, St Stephens St	501	95	476	4,717	2,245
Norwich City Centre Other	3,502	100	3,502	5,000	17,510
Norwich Edge of Centre					
Morrisons (Riverside)	3,670	75	2,753	11,130	30,635
Farmfoods (Cathedral Retail Park)	557	95	529	2,978	1,576
Sainsburys	3,427	75	2,570	10,152	26,093
SUB TOTAL	13,932		12,105	8,443	102,200
Anglia Square					
Iceland, Anglia Sq	472	100	472	4,717	2,226
Roys	1,595	50	798	4,109	3,277
Other	694	100	694	5000	3,470
SUB TOTAL	2,761		1,270	4,335	5,503
NORWICH CITY CENTRE SUB TOTAL					
	16,693		13,374	8,053	107,703
Aylsham Road					
Co-op	345	100	345	5,329	1,839
Other	163	100	163	2,000	326
SUB-TOTAL	508		508	4,261	2,165
Distillery Rd/ Dereham Rd					
Co-op	583	100	583	5,329	3,107
Other	391	100	391	2,000	782
SUB-TOTAL	974		974	3,993	3,889
Drayton Rd					
Lidl	625	70	438	2,826	1,236
Other	388	100	388	2,000	776
SUB-TOTAL	1,013		826	2,438	2,012
Bowthorpe					
Roys	2,081	70	1,457	4,109	5,986
Other	269	100	269	2,000	538
SUB-TOTAL	2,350		1,726	3,780	6,524
Eaton					
Waitrose	2,716	85	2,309	10,565	24,390
SUB-TOTAL	2,716		2,309	10,565	24,390
Earlham House					
Somerfield	672	95	638	5,391	3,442
Other	256	100	256	2,000	512
SUB-TOTAL	928		894	4,420	3,954
Larkman					
Aldi	790	85	672	4,109	2,759
Other	467	100	467	2,000	934
SUB-TOTAL	1,257		1,139	3,244	3,693
Plumstead Rd					
Tesco	198	100	198	12,435	2,462
Somerfield	307	100	307	5,391	1,655
Other	142	100	142	2,000	284
SUB-TOTAL	647		647	6,802	4,401
NORWICH DISTRICT CENTRES SUB TOTAL					
	10,393		9,022	5,656	51,028
OUT OF CENTRE FLOORSPACE					
Asda, Hellesdon	4,973	75	3,730	13,228	49,337
Lidl, Aylsham Rd	1,260	70	882	2,826	2,493
Sainsburys (Longwater/ Costessey)	3,202	75	2,402	10,152	24,380
Tesco (Harford Bridge)	3,809	75	2,857	12,435	35,524
Budgens (Drayton)	836	100	836	3,315	2,771
OUT OF CENTRE SUB-TOTAL	14,080		10,706	10,695	114,505
BROADLAND URBAN CENTRES					
Blue Boar Lane, Sprowston					
Tesco	6,182	65	4,018	12,435	49,968
Dussindale					
Sainsburys	4,407	75	3,305	10,152	33,555
Old Catton					
Somerfield	1,421	90	1,279	5,391	6,895
NORWICH URBAN AREA TOTAL	53,176		41,705	8,720	363,653

Note: Other includes small local stores such as bakers, butchers and other general convenience stores

Source: Norwich City Council, Mintel Retail Rankings and IGD

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY

CONVENIENCE GOODS FLOORSPACE

TABLE 34: RURAL BROADLAND CONVENIENCE RETAIL PROVISION

	Net Flsp sq m	Net Convenience Ratio (%)	Net Convenience (sq m)	Co Average Sales (£ per sq m net)	Turnover based on compay averages (£000s)
RURAL BROADLAND					
Aylsham					
Budgens	637	100	637	3,315	2,112
Somerfield	157	100	157	5,391	846
Other	557	100	557	2,000	1,114
AYLSHAM SUB-TOTAL	1,351		1,351	3,014	4,072
Acle					
Co-op	127	100	127	5,239	665
Other	109	100	109	2,000	217
ACLE SUB-TOTAL	236		236	3,747	882
Reepham					
Spar	176	100	176	5,793	1,020
Other	254	100	254	2,000	508
REEPHAM SUB-TOTAL	430		430	3,552	1,528
OUT OF CENTRE FLOORSPACE					
Budgens, Acle	556	100	556	3,315	1,843
RURAL BROADLAND TOTAL	3,409		3,409	3,255	11,097

Note: Other includes small local stores such as bakers, butchers and other general convenience stores

Source: Ordnance Survey, Mintel Retail Rankings and IGD

NORWICH SUB REGION RETAIL AND TOWN CENTRES STUDY
CONVENIENCE GOODS FLOORSPACE

TABLE 33: RURAL SOUTH NORFOLK CONVENIENCE RETAIL PROVISION

	Net Flsp sq m	Net Convenience Ratio (%)	Net Convenience (sq m)	Co Average Sales (£ per sq m net)	Turnover based on compay averages (£000s)
RURAL SOUTH NORFOLK					
Wymondham					
Somerfield	300	100	300	5,391	1,617
Other	510	100	510	2,000	1,020
WYMONDHAM SUB-TOTAL	810		810	3,256	2,637
Diss					
Morrisons	3,433	85	2,918	11,130	32,478
Somerfield	886	100	886	5,391	4,776
Tesco	2,825	75	2,119	12,435	26,347
Other	588	100	588	2,000	1,176
DISS SUB-TOTAL	7,732		6,511	9,949	64,777
Harleston					
Budgens	743	100	743	3,315	2,463
Other	375	100	375	2,000	750
HARLESTON SUB-TOTAL	1,118		1,118	2,874	3,213
Long Stratton					
Budgens	84	100	84	3,315	278
Co-op Solar	800	95	760	5,329	4,050
Other	179	100	179	2,000	358
LONG STRATTON SUB-TOTAL	1,063		1,023	4,581	4,687
Hingham					
Londis	160	100	160	5,793	927
Other	335	100	335	2,000	670
HINGHAM SUB-TOTAL	495		495	3,226	1,597
Loddon					
Co-op	96	100	96	5,239	503
Other	186	100	186	2,000	372
LODDON SUB-TOTAL	282		282	3,103	875
OUT OF CENTRE FLOORSPACE					
Budgens Poringland)	525	100	525	3,315	1,740
Waitrose (Wymondham)	2,400	80	1,920	10,565	20,285
RURAL SOUTH NORFOLK TOTAL	14,425		12,684	7,869	99,811

Note: Other includes small local stores such as bakers, butchers and other general convenience stores

Source: South Norfolk Retail Study, Mintel Retail Rankings & IGD

NORWICH SUB REGION RETAIL STUDY

TABLE 35: CONVENIENCE GOODS COMMITMENTS

	Area	Net Floorspace <i>(incl. both food and non-food sales areas)</i>	Net Convenience Ratio	Net Convenience Floorspace	Company Average Sales	Total Turnover 2006 (£000s)	Total Turnover 2011 (£000s)	Total Turnover 2012 (£000s)	Total Turnover 2021 (£000s)
		(sqm)	(%)	(sqm)	(£ per sq m net)				
Aldi, Plumstead Rd	Norwich Urban Area	1,140	85%	969	4,109	3,982	4,042	4,103	4,165
Supermarket, Mulbarton	Rural South Norfolk	405	95%	385	5,000	1,924	1,953	1,982	2,012
Co-op Extension, Costessey	Rural South Norfolk	217	100%	217	5239	1,137	1,154	1,171	1,189
Tesco, Aylsham	Rural Broadland	1,672	85%	1,421	5239	7,446	7,558	7,672	7,788
TOTAL		3,434		2,992	4,842	14,488	14,707	14,928	15,154

Source: Local authorities

NORWICH SUB REGION RETAIL STUDY

CONVENIENCE GOODS CAPACITY

TABLE 36

	Growth in Sales per Sqm 0.30% pa 2006 - 2021											
	NORWICH URBAN AREA				RURAL BROADLAND				RURAL SOUTH NORFOLK			
	2006	2011	2016	2021	2006	2011	2016	2021	2006	2011	2016	2021
Turnover derived From Household Telephone Survey (£000)	399,700	416,635	443,096	472,147	11,879	12,673	13,601	14,586	80,782	85,804	91,696	97,744
Existing Shop Floorspace (sq m net)	41,705	41,705	41,705	41,705	3,409	3,409	3,409	3,409	12,684	12,684	12,684	12,684
Sales per sq m net (£) (1)	9,584	8,851	8,985	9,120	3,485	3,305	3,354	3,405	6,369	7,988	8,108	8,231
Sales from Existing Floorspace (£000) (2)	399,700	369,140	374,711	380,365	11,879	11,264	11,434	11,607	80,782	101,317	102,846	104,398
Sales from Committed Floorspace (£000)	0	4,042	4,103	4,165	0	7,558	7,672	7,788	0	3,107	3,154	3,201
Residual Spending to Support new shops (£000): (3)	0	43,453	64,283	87,618	0	-6,149	-5,505	-4,809	0	-18,620	-14,304	-9,855
Scenario 1: Discount Foodstore Operator												
Sales per sq m net in new shops (£) Based on discount and smaller foodstores	4,000	4,060	4,122	4,184	4,000	4,060	4,122	4,184	4,000	4,060	4,122	4,184
Capacity for new floorspace (sq m net) Based on discount and smaller foodstores	0	10,702	15,596	20,942	-	-	-	-	-	-	-	-
Scenario 2: Mainstream Supermarket Operator												
Sales per sq m net in new shops (£) Based on major foodstores	12,000	12,181	12,365	12,551	12,000	12,181	12,365	12,551	12,000	12,181	12,365	12,551
Capacity for new floorspace (sq m net) Based on major foodstores	0	3,567	5,199	6,981	-	-	-	-	-	-	-	-

NOTES: (1) Please note that 2006 is actual sales density derived from surveys. The sales densities for 2011 - 2016 are based on company averages.

(2) Derived from existing shop floorspace multiplied by average sales density

(3) The negative residual spend forecast for Rural Broadland and South Norfolk means that there is no identified quantitative need for new convenience goods floorspace up to 2021

NORWICH SUB REGION RETAIL STUDY

CONVENIENCE GOODS CAPACITY

NORWICH CITY CENTRE (including ANGLIA SQUARE)

TABLE 37

	Growth in Sales per Sqm		0.30% pa 2006 - 2021		
	2006	2011	2016	2021	
Turnover Derived From Household Survey (£000)	105,769	110,998	117,646	125,078	
Existing Shop Floorspace (sq m net)	13,374	13,374	13,374	13,374	
Sales per sq m net (£): (1)	7,908	8,174	8,298	8,423	
Sales from Existing Floorspace (£000): (2)	105,769	109,329	110,978	112,653	
Sales from Committed Floorspace (£000)	0	0	0	0	
Residual Spending to Support new shops (£000)	0	1,669	6,668	12,425	
Scenario 1: Discount Foodstore Operator	Sales per sq m net in new shops (£) Based on discount and smaller foodstores	4,000	4,060	4,122	4,184
	Capacity for new floorspace (sq m net) Based on discount and smaller foodstores	0	411	1,618	2,970
Scenario 2: Mainstream Supermarket Operator	Sales per sq m net in new shops (£) Based on major foodstores	12,000	12,181	12,365	12,551
	Capacity for new floorspace (sq m net) Based on major foodstores	0	137	539	990

NOTES: (1) Please note that 2006 is actual sales density derived from surveys. The sales densities for 2011 - 2016 are based on company averages.
(2) Derived from existing shop floorspace multiplied by average sales density

DISS TOWN CENTRE

TABLE 38

	Growth in Sales per Sqm		0.30% pa 2006 - 2021		
	2006	2011	2016	2021	
Turnover Derived From Household Survey (£000)	51,058	54,202	57,942	61,713	
Existing Shop Floorspace (sq m net)	6,511	6,511	6,511	6,511	
Sales per sq m net (£): (1)	7,842	10,099	10,252	10,406	
Sales from Existing Floorspace (£000): (2)	51,058	65,754	66,747	67,754	
Sales from Committed Floorspace (£000)	0	0	0	0	
Residual Spending to support new floorspace (£000): (3)	0	-11,552	-8,805	-6,041	
Scenario 1: Discount Foodstore Operator	Sales per sq m net in new shops (£) Based on discount and smaller foodstores	4,000	4,060	4,122	4,184
	Capacity for new floorspace (sq m net) Based on discount and smaller foodstores	-	-	-	-
Scenario 2: Mainstream Supermarket Operator	Sales per sq m net in new shops (£) Based on major foodstores	12,000	12,181	12,365	12,551
	Capacity for new floorspace (sq m net) Based on major foodstores	-	-	-	-

NOTES: (1) Please note that 2006 is actual sales density derived from surveys. The sales densities for 2011 - 2016 are based on company averages.
(2) Derived from existing shop floorspace multiplied by average sales density
(3) The negative residual spend forecast means that there is no identified quantitative need for new convenience goods floorspace up to 2021

HARLESTON TOWN CENTRE

TABLE 39

	Growth in Sales per Sqm			
	2006	2011	2016	2021
	0.30% pa 2006 - 2021			
	CONVENIENCE GOODS			
Turnover Derived From Household Survey (£000)	5,605	5,959	6,365	6,793
Existing Shop Floorspace (sq m net)	1,118	1,118	1,118	1,118
Sales per sq m net (£): (1)	5,014	2,917	2,961	3,006
Sales from Existing Floorspace (£000): (2)	5,605	3,262	3,311	3,361
Sales from Committed Floorspace (£000)	0	0	0	0
Residual Spending to support new floorspace (£000)	0	2,697	3,054	3,432
Scenario 1: Discount Foodstore Operator				
Sales per sq m net in new shops (£) Based on discount and smaller foodstores	4,000	4,060	4,122	4,184
Capacity for new floorspace (sq m net) Based on discount and smaller foodstores	0	664	741	820
Scenario 2: Mainstream Supermarket Operator				
Sales per sq m net in new shops (£) Based on major foodstores	12,000	12,181	12,365	12,551
Capacity for new floorspace (sq m net) Based on major foodstores	0	221	247	273

NOTES: (1) Please note that 2006 is actual sales density derived from surveys. The sales densities for 2011 - 2016 are based on company averages.
(2) Derived from existing shop floorspace multiplied by average sales density

WYMONDHAM TOWN CENTRE

TABLE 40

	Growth in Sales per Sqm			
	2006	2011	2016	2021
	0.30% pa 2006 - 2021			
	CONVENIENCE GOODS			
Turnover Derived From Household Survey (£000)	3,685	3,916	4,181	4,461
Existing Shop Floorspace (sq m net)	810	810	810	810
Sales per sq m net (£): (1)	4,549	3,305	3,355	3,406
Sales from Existing Floorspace (£000): (2)	3,685	2,677	2,717	2,759
Sales from Committed Floorspace (£000)	0	0	0	0
Residual Spending to support new floorspace (£000)	0	1,238	1,464	1,702
Scenario 1: Discount Foodstore Operator				
Sales per sq m net in new shops (£) Based on discount and smaller foodstores	4,000	4,060	4,122	4,184
Capacity for new floorspace (sq m net) Based on discount and smaller foodstores	0	305	355	407
Scenario 2: Mainstream Supermarket Operator				
Sales per sq m net in new shops (£) Based on major foodstores	12,000	12,181	12,365	12,551
Capacity for new floorspace (sq m net) Based on major foodstores	0	102	118	136

NOTES: (1) Please note that 2006 is actual sales density derived from surveys. The sales densities for 2011 - 2016 are based on company averages.
(2) Derived from existing shop floorspace multiplied by average sales density

AYLSHAM TOWN CENTRE

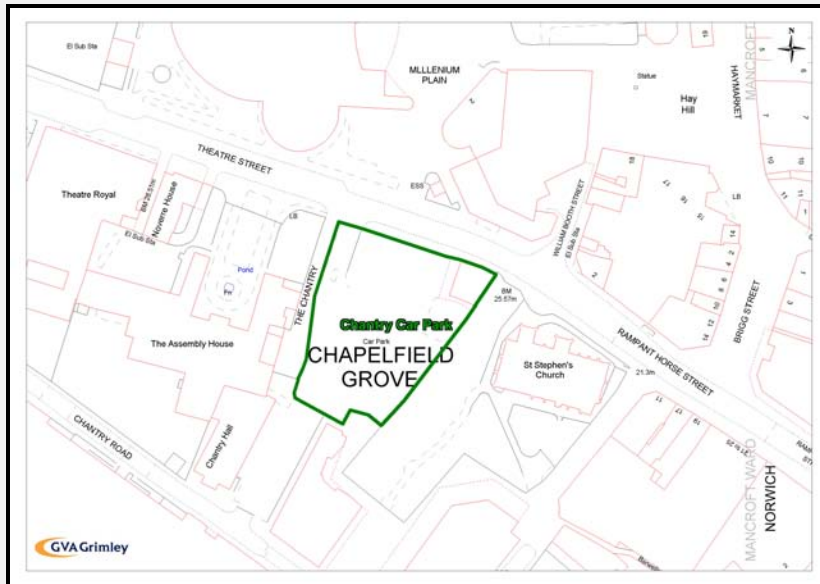
TABLE 41

	Growth in Sales per Sqm				
	2006	2011	2016	2021	
	0.30% pa 2006 - 2021				
	CONVENIENCE GOODS				
Turnover Derived From Household Survey (£000)	8,271	8,826	9,474	10,162	
Existing Shop Floorspace (sq m net)	1,351	1,351	1,351	1,351	
Sales per sq m net (£): (1)	6,122	3,060	3,106	3,153	
Sales from Existing Floorspace (£000): (2)	8,271	4,133	4,196	4,259	
Sales from Committed Floorspace (£000)	0	7,558	7,672	7,788	
Residual Spending to support new floorspace (£000): (3)	0	-2,865	-2,394	-1,885	
Scenario 1: Discount Foodstore Operator	Sales per sq m net in new shops (£) Based on discount and smaller foodstores	4,000	4,060	4,122	4,184
	Capacity for new floorspace (sq m net) Based on discount and smaller foodstores	0	-	-	-
Scenario 2: Mainstream Supermarket Operator	Sales per sq m net in new shops (£) Based on major foodstores	12,000	12,181	12,365	12,551
	Capacity for new floorspace (sq m net) Based on major foodstores	0	-	-	-

NOTES: (1) Please note that 2006 is actual sales density derived from surveys. The sales densities for 2011 - 2016 are based on company averages.
(2) Derived from existing shop floorspace multiplied by average sales density
(3) The negative residual spend forecast means that there is no identified quantitative need for new convenience goods floorspace up to 2021

APPENDIX 10

OPPORTUNITY SITE ASSESSMENTS

SITE 1**CHANTRY CAR PARK**

LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY: Located within the city centre boundary but outside of the Primary Retail Area and Defined Retail Frontages. The site lies on Rampant House Street/Theatre Street and is located between St Stephen's Church and The Assembly House. There is a pedestrian footpath through St Stephen's Church Yard leading to the Chapelfield Shopping Centre. The site was originally included in the Chapelfield proposals but was omitted during the process.

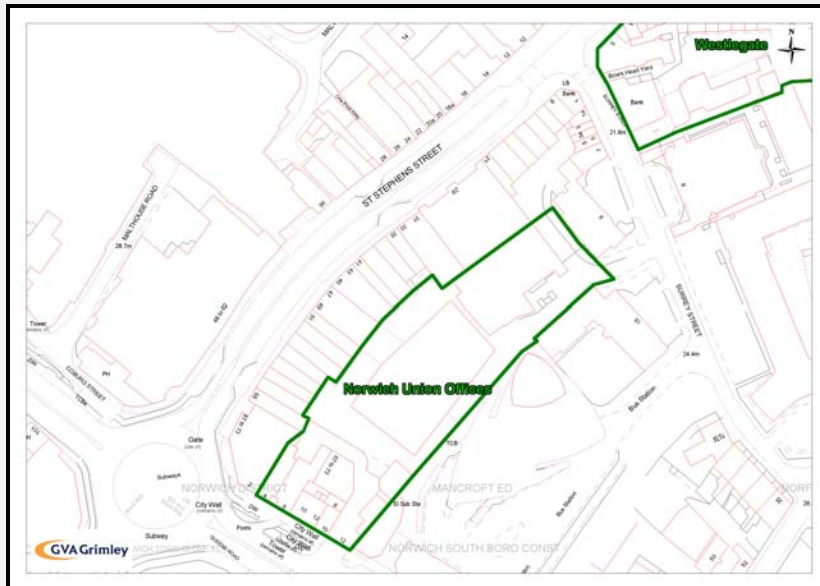
APPROXIMATE SIZE: 0.24 hectares.

EXISTING USES: Surface car park.

OWNERSHIP: Norwich City Council.

POTENTIAL PLANNING CONSTRAINTS: The site is allocated in the adopted Local Plan. Policy CC2.1 states that 'if redevelopment is proposed, will be approved for a mixture of retail, leisure and/or restaurant uses with residential use above and replacement car parking. Proposals should provide a strong and well designed pedestrian and cycle link to the Chapelfield site to the south and be carefully related to the design of the Chapelfield development.

OPPORTUNITIES FOR DEVELOPMENT: The site is slightly off pitch and therefore lends itself better to commercial leisure uses such as bars, cafés and restaurants rather than retail. It is considered that leisure uses would reinforce the attractions of the theatre and other visitor attractions in this area and would create a frontage onto Rampant House Street. Any development should reinforce linkages from Chapelfield across Rampant House Street/Theatre Street to Hay Hill.

SITE 2**NORWICH UNION OFFICES**

LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY: Located on the edge of the city centre boundary. The site runs to the rear of St Stephen's Street which is a Primary Retail Area and Defined Retail Frontage. The site is bound by the rear of the properties fronting St Stephen's Street, properties along Queen's Road and the redeveloped bus station.

APPROXIMATE SIZE: Unknown.

EXISTING USES: Norwich Union Offices.

OWNERSHIP: Norwich Union, through their property arm, Morley Investments. Multiple ownerships along Queen's Road.

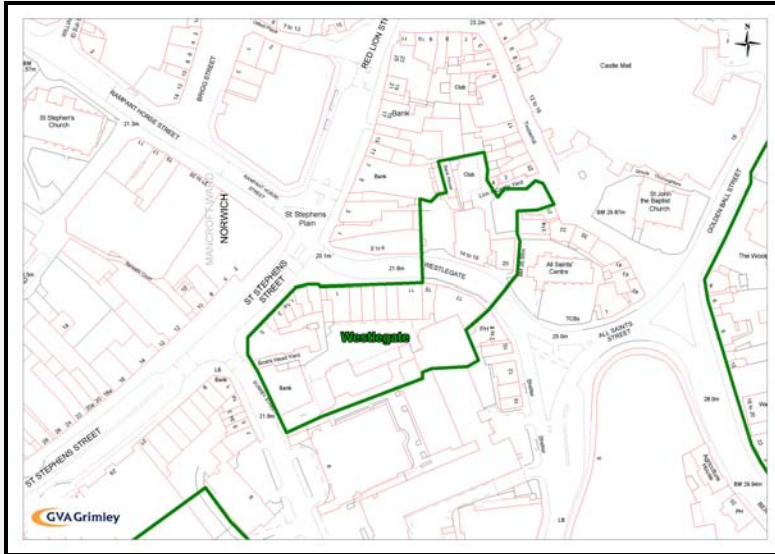
POTENTIAL PLANNING CONSTRAINTS: It is not known when and if the site will be available but the existing Norwich Union tower block offices are showing signs of ageing and Norwich Union has also been reducing the level of office uses in the city centre.

Any development for retailing would need to be linked to St Stephen's Street. This will necessarily involve the redevelopment of one or more units along this retail frontage.

The units facing St Stephen's Street are currently serviced from the rear.

OPPORTUNITIES FOR DEVELOPMENT: The site is considered to have opportunities for a mixed-use scheme with potentially some retail at ground floor with offices and residential uses above. However, any scheme comprising retailing would need to open up the site with the St Stephen's Street. This would involve the need to punch through one or more of the existing properties and redevelop one or more shopfront along St Stephen's Street. If this could not be achieved, then a more incremental development would be more suitable and would be likely to just involve replacing the existing office space.

It is considered that there is potential to create a more comprehensive development site which could accommodate larger retail units by including the properties facing St Stephen's Street including the Bhs store. However, it is likely that this would involve a multitude of landowners and would require the Council to use their CPO powers. This could also help to link and integrate the bus station to the city centre.

SITE 3**WESTLEGATE**

LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY: The frontages along St Stephen's Street and Westlegate are Defined Retail Frontages and fall within the Primary Retail Area. Westlegate Tower and land to the north of the site currently does not fall within a Retail Frontage but is allocated for Retail Development.

APPROXIMATE SIZE: 0.13 hectares.

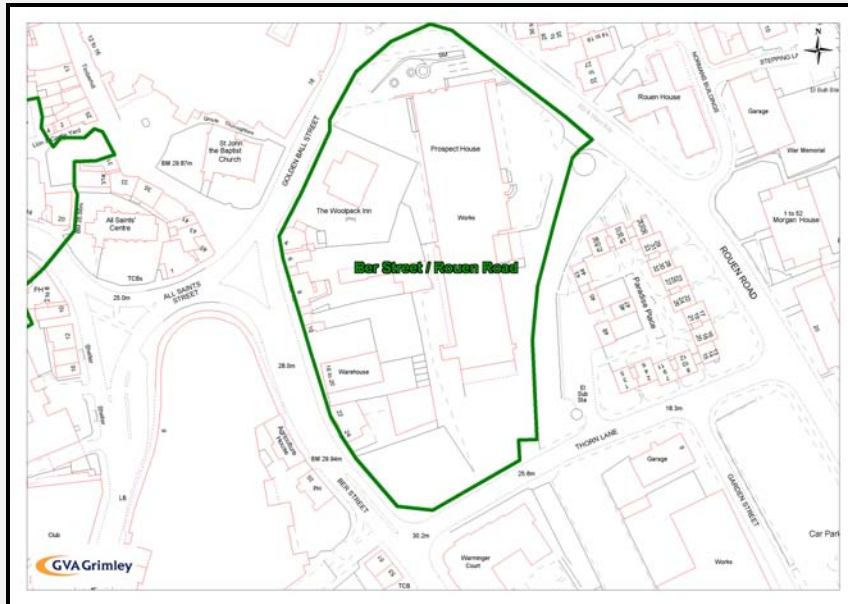
EXISTING USES: Vacant office building.

OWNERSHIP: The Westlegate/ St Stephens Street site is primarily Norwich Union, through their property arm, Morley Investments. The rest of the site is in multiple ownerships.

POTENTIAL PLANNING CONSTRAINTS: Westlegate House is located next to All Saints Church which is protected by Local Plan Policy HBE10.

OPPORTUNITIES FOR DEVELOPMENT: Westlegate Tower has been vacant for a long time and has structural problems which make its refurbishment very unlikely. Part of the site is within the defined primary retail area and is identified for retail development. Policy SHO6 state that "retail development will be permitted, as part of a mixed-use development, in the area between Westlegate and Timberhill; if redevelopment of the area is proposed provided that the net additional retail floorspace does not exceed 1,500 sqm". It is our view that the site could be developed for retail on the groundfloor with residential uses above. The south side of the site has potential for redevelopment and re-provision of the existing retail uses in larger, more modern configured units as well as commercial leisure uses at ground floor level, with residential and offices above.

The site is considered to be key for improving pedestrian circulation within Norwich city centre and it is considered that appropriate development could help to create a pedestrian link through from the upper end of Castle Mall to Chapelfield. Policy SH06 states that "the form of development must provide for a pedestrian link between Westlegate and Timberhill/Castle Mall". This will serve to provide much improved pedestrian accessibility to Castle Mall from areas to the south.

SITE 4**BER STREET/ROUEN ROAD**

LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY: The site is bounded by Golden Ball Street, Ber Street and Thorn Lane. It is located outside of the Primary Retail Area but within the city centre boundary.

APPROXIMATE SIZE: Unknown.

EXISTING USES: Eastern Evening News Offices, The Woolpack Public House and several smaller units, many of which are currently vacant.

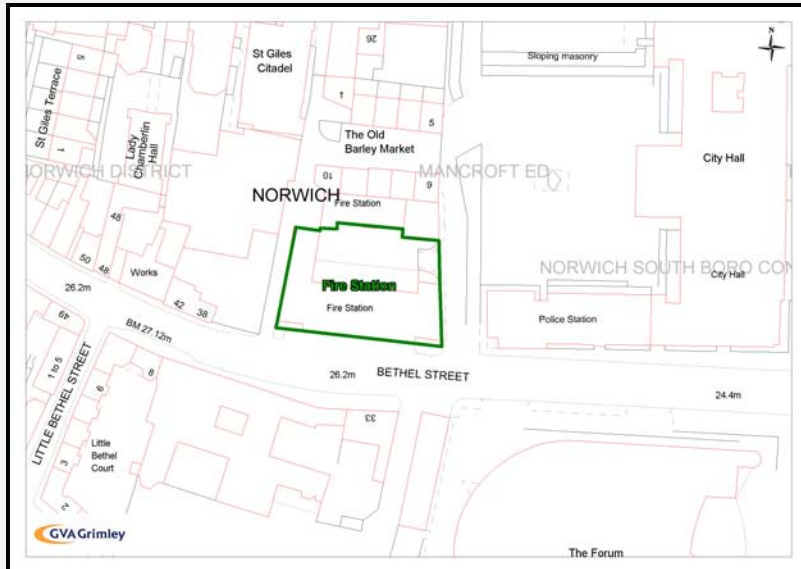
OWNERSHIP: Joint ownership comprising Norwich City Council, Archant Publications (Evening News building) and a private owner represented by Hartfield Developments.

POTENTIAL PLANNING CONSTRAINTS: We are not aware of any potential planning constraints.

OPPORTUNITIES FOR DEVELOPMENT: The redevelopment of the site is dependent on the Eastern Evening News site becoming available. At present, we understand that the company wish to remain in the city centre, despite the fact that they have moved most of their production out-of-centre to the Broadlands Business Park.

In the adopted Local Plan, the northern part of the site (Archant Print/Prospect House) is allocated for hotel (and conference) development and in the event of the Rouen Road site becoming available, it is suggested that a hotel use would be particularly appropriate. The Local Plan states that there is potential for a prestige 4/5 star city centre hotel and this remains a desirable aspiration which would be supported given visitor demand. Similarly, there is a longstanding aspiration for a large conference/exhibition centre. Policy HOU9 of the Local Plan also allocated 10-34 Ber Street for a mixed-use residential scheme with 30 dwellings and a mix of retail, office or leisure uses.

The site has frontages on to Ber Street and Golden Ball Street and lends itself to retail and leisure uses facing the existing John Lewis store and creating linkages and generating footfall up Timber Hill.

SITE 5**FIRE STATION**

LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY: Located on Bethel Street to the rear of Norwich City Hall. The site is not within the Primary or Secondary Retail Areas or the Defined Retail Frontages.

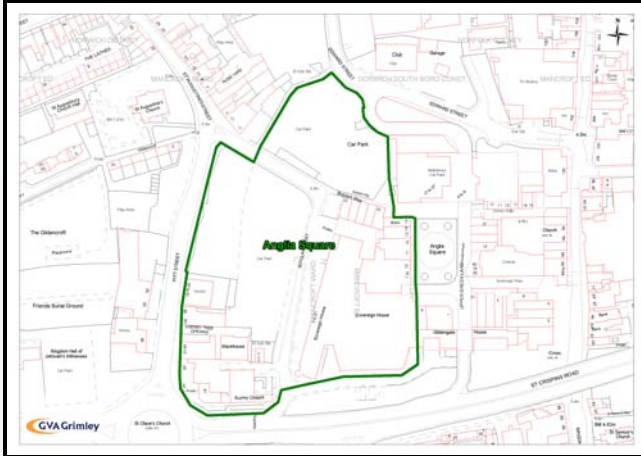
APPROXIMATE SIZE: Unknown.

EXISTING USES: Fire Station.

OWNERSHIP: Norfolk County Council.

POTENTIAL PLANNING CONSTRAINTS: We are not aware of any potential planning constraints.

OPPORTUNITIES FOR DEVELOPMENT: It is understood that proposals for the Fire Service to vacate this site are moving forward. Given its location, off pitch from the city's main retail area, it is considered that this site would be better suited for residential and office development with some commercial uses at groundfloor level.

SITE 6**ANGLIA SQUARE**

LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY: Anglia Square is designated as a Large District Centre in the adopted Local Plan. It falls within the city centre boundary but is situated to the north of the main city centre area to the north of the River Wensum. Part of the site falls within the defined Large District Centre boundary and the rest is located on the west edge of the centre. The site is also located outside of the inner ring road.

APPROXIMATE SIZE: Unknown.

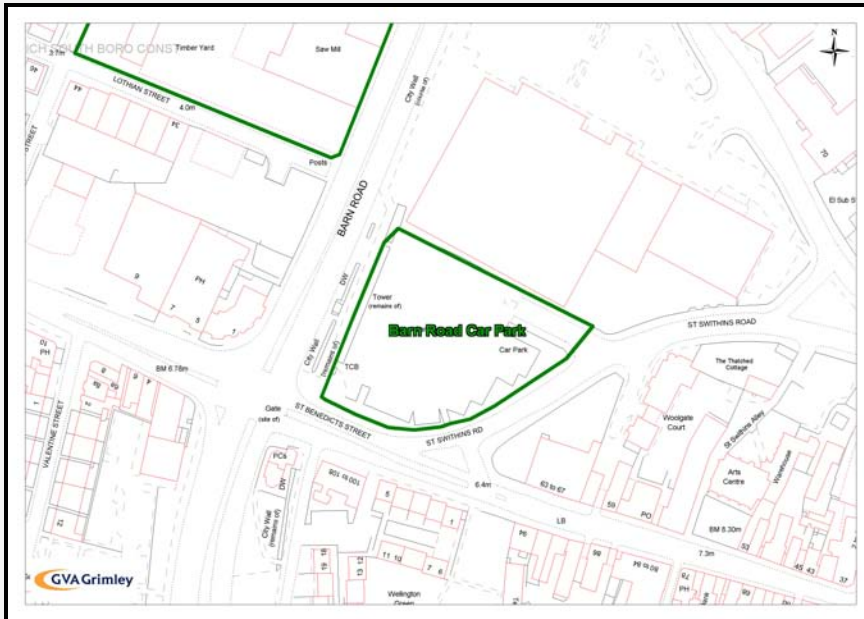
EXISTING USES: The majority of the site consists of long stay and short stay surface car parking. There is also some retail and vacant office uses, which currently form part of the purpose built Anglia Square building. At present the area presents an unattractive mixture of styles and functions of buildings with many derelict sites and buildings and many others which are poorly maintained. The area is, however, an important local centre with high accessibility especially by buses, since all routes to the north of the City pass through Magdalen Street.

OWNERSHIP: Private Ownership (Irish developers, whose agents are Centenary Investments (Ranald Phillips), 7 Grafton Street, London W1S 4EJ).

POTENTIAL PLANNING CONSTRAINTS: We are not aware of any potential planning constraints.

OPPORTUNITIES FOR DEVELOPMENT: The Local Plan envisages that over the next ten years the area will be regenerated as a mixed-use centre for employment, shopping, and leisure uses and services. We understand that landowners are looking at bringing development forward through a phased approach. The City Council is also preparing a Northern City Centre Area Action Plan (AAP). Policy CC7 defines the mix of uses appropriate for this site. It is considered that the site would be suitable for a mixed-use development which must include residential development to at least the minimum density specified in policy HOU9, retail development, leisure, open space, car parking and office uses. The refurbishment of Sovereign House should be planned as part of the scheme, allowing for its conversion to housing or a hotel, which may include an element of retained commercial office use. Leisure, B1 and restaurant or other hot food uses may also be appropriate.

Retail development must create attractive pedestrian routes between Anglia Square and St Augustine's Street. Retail development should also provide an appropriate extension of the Anglia Square area incorporating some small units (below 500 sq. metres) and not including bulky goods retailing. The first phase of redevelopment will also have to provide a foodstore to replace the former one in Anglia Square – this would act as an important anchor for the centre.

SITE 7**BARN ROAD CAR PARK**

LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY: Located on the edge of the city centre boundary at the junction with Barn Road and St Benedict's Street.

APPROXIMATE SIZE: 0.42 hectares.

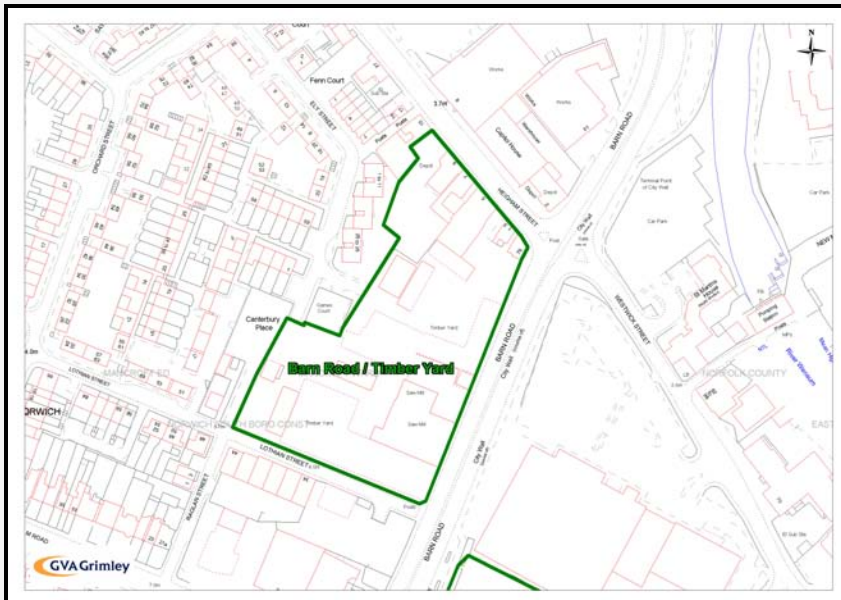
EXISTING USES: Car Parking (mainly serving the secondary shopping area of St Benedict's Street).

OWNERSHIP: Norwich City Council.

POTENTIAL PLANNING CONSTRAINTS: Re-provision of car parking.

OPPORTUNITIES FOR DEVELOPMENT: Policy CC4 states that the Barn Road car park site will be redeveloped for a mixed use development. Leisure, commercial office and small scale retail uses are appropriate on the lower levels, while multi-storey car parking should be provided on the north side of the site to replace the present number of spaces. Residential uses will also be appropriate facing St Swithins Road. The policy also states that the development must be designed to provide a scheme appropriate to a 'gateway site', to relate to the City Wall (on its western side) and to relate closely to St Benedict's Street, particularly for pedestrian movement.

The site lends itself to a landmark building with a mix of retail and leisure uses on the ground floor with office and residential uses above with active frontages wrapped around St Benedict's Street and St Swithins Road. In terms of the size of any retail units, we consider that larger and modern configured units would be more suitable in this location. However, we consider that there is scope for discussions with the owners of the adjacent Cathedral Retail Park with regards to a more comprehensive redevelopment of the site – potentially in conjunction with the redevelopment of Site 8 (Barn Road/Timber Yard).

SITE 8**BARN ROAD/TIMBER YARD**

LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY: The site is located on the edge of Norwich city centre and does not fall within the city centre boundary as defined on the Local Plan Proposals Map. The site covers a large area between Lothian Street, Heigham Street and Barn Road. The city centre lies to the east of the site and residential areas lie to the west.

APPROXIMATE SIZE: Unknown.

EXISTING USES: Timber Yard/Light Industrial.

OWNERSHIP: Private Ownership - Cushions Timber Merchants.

POTENTIAL PLANNING CONSTRAINTS: Transport and Accessibility.

OPPORTUNITIES FOR DEVELOPMENT: It is understood that this site is likely to come forward for redevelopment over the forthcoming LDF period. Given the location of the site outside of the city centre boundary, it is considered that the site could be suitable for retail warehousing and/or leisure uses. The site represents an opportunity to increase the density of uses on this prime site close to the city centre. Residential uses could also be accommodated on the site.

There could be an opportunity to develop the site in conjunction with Site 7 (Barn Road Car Park). This could involve re-orientating and reconfiguring the existing units on the Cathedral Retail Park to create two sets of retail warehouse units with frontages on Barn Road as well as developing the Barn Road Car Park.

SITE 9**HALL ROAD RETAIL WAREHOUSE PARK**

LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY: This site is an out-of-centre site designated as a Retail Warehouse Park in the Local Plan. It is situated to the south of Norwich City Council in the Old Lakenham area.

APPROXIMATE SIZE: Unknown.

EXISTING USES: Hall Road Retail Warehouse Park (Opened in 2000). There are currently four retail units occupied by Homebase, WJ Aldiss, Bennetts and Pets and Home. There is also a new 7,610 sqm net B&Q store on the former Livestock Market site at the junction of Hall Road with Ipswich Road, which opened for trading during the course of this study on 15th March 2007.

OWNERSHIP: Private Landowner (Targetfollow, Riverside House, Norwich).

POTENTIAL PLANNING CONSTRAINTS: Transport.

OPPORTUNITIES FOR DEVELOPMENT: It is considered that there is potential to expand the existing retail warehouse park, subject to conditions such as limiting the sale of goods to bulky goods only to protect the vitality and viability of Norwich City Centre.

There are also opportunities to link the site with Site 10 (Hall Road District Centre) to create a more joined-up offer.

SITE 10**HALL ROAD DISTRICT CENTRE**

LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY: The site is located to the south of Norwich City Centre along Hall Road at the junction with Sandy Lane. It is adjacent to the Hall Road Retail Park. Allocated in the Local Plan as a New District Centre.

APPROXIMATE SIZE: Unknown.

EXISTING USES: Vacant (former Bally Shoes Factory).

OWNERSHIP: Private Landowner (Targetfollow, Riverside House, Norwich).

POTENTIAL PLANNING CONSTRAINTS:

OPPORTUNITIES FOR DEVELOPMENT: The Local Plan notes that the residential areas of Tuckswood, Eaton Rise and Old Lakenham to the south in the south of the city have a significant population with no local supermarket or foodstore within easy access. This site has been identified as the most readily accessible available site within the area, particularly by foot and by cycle. Policy SHO13 in the Local Plan allocates the site as a new District Centre. Policy SHO13 states that "A site for a new District Centre is allocated at the junction of Hall Road and Sandy Lane. The development of this site will be permitted subject to the inclusion of a foodstore of no more than 1,300 sq. metres net, together with at least three local shops of not more than 500 sq. metres net each, residential or office use on upper floors and appropriate service facilities. Provision must be made for enhanced pedestrian and cycle access to the site, including off-site works. Food and drink uses will also be acceptable provided a minimum of 60% of the total frontage is in retail use".

There are also opportunities to link the site with Site 9 (Hall Road Retail Warehouse Park) to create a more joined-up offer.

SITE 11**AYLSHAM ROAD DISTRICT CENTRE****LOCATION & RELATIONSHIP TO CITY CENTRE BOUNDARY:**

APPROXIMATE SIZE: Unknown.

EXISTING USES:

OWNERSHIP: Unknown.

POTENTIAL PLANNING CONSTRAINTS:

OPPORTUNITIES FOR DEVELOPMENT: As referred to above, there have been proposals for future expansion of the Aylsham Road District Centre. This centre fronting Aylsham Road is split into two sections either side of the junction with Woodcock Road. There are also smaller groups of shops (including two local centres) and a library and bingo hall further to the south also fronting Aylsham Road. Future expansion could take the form of development along the Aylsham Road frontage linking the present centre with the new Lidl store. Alternatively redevelopment of some shops within the centre could allow for a more integrated form of development near the junction of Aylsham Road and Woodcock Road, thus enabling parking and servicing access to be taken away from that very busy junction. This latter possibility is the preferred option in terms of the benefits it offers under the criteria of policy SHO12 for enhanced visual appearance of the centre, better integration of shopping and services in the centre and improved access, parking and servicing arrangements. Such an extension of the centre is therefore shown on the Proposals Map.

APPENDIX 11

TOWN CENTRE AUDITS

NORIWCH CITY CENTRE (EXCLUDING ANGLIA SQAURE BUT INCLUDING RIVERSIDE)

	Address	Occupier	Use	Category	Use Class	Floorspace (sqm net)
5	Guildhall Hill	Tesco Metro	Supermarket or superstore	Convenience	A1	790
	Rampant Horse Street	Marks and Spencer (Food Hall)	Supermarket or superstore	Convenience	A1	1485
1	Brazen Gate	J Sainsbury (Foodstore Sales Area)	Supermarket or superstore	Convenience	A1	3427
4	Albion Way	Morrisons	Supermarket or superstore	Convenience	A1	3670
U4	Thorpe Station	Budgens	Supermarket or superstore	Convenience	A1	188
119	Magdalen Street	City Convenience Store	(other)	Convenience	A1	119
31	St. Augustines Street	Convenience 1st	(other)	Convenience	A1	52
35	St. Benedicts Street	Reds Convenience Stores	(other)	Convenience	A1	69
76	Prince of Wales Road	Bootleggers	(other)	Convenience	A1	35
22 a	Rose Lane	Jet Shop	(other)	Convenience	A1	0
77	Prince of Wales Road	Spar	(other)	Convenience	A1	120
3	Bridewell Alley	Bridewell Delicatessen	food shop	Convenience	A1	65
4	Exchange Street	Naturally	food shop	Convenience	A1	30
19 -21	White Lion Street	Holland and Barrett	food shop	Convenience	A1	216
16	Royal Arcade	Julian Graves Ltd	food shop	Convenience	A1	76
42 -43	Provision Market	G Butcher and J Wirgman (Wholefoods)	food shop	Convenience	A1	16
43	St. Benedicts Street	St Benedicts Food Store	food shop	Convenience	A1	27
81	Upper St. Giles Street	Louis' Delicatessen	food shop	Convenience	A1	61
16	St. Georges Street	Expresso General Store	food shop	Convenience	A1	33
U6-7	Thorpe Station	Julian Graves	food shop	Convenience	A1	36
67 -73	St. Stephens Street	Iceland	Frozen food	Convenience	A1	501
67 -69	Westwick Street	Farm Foods (Retail Park Unit D)	Frozen food	Convenience	A1	557
	Labour in Vain Yard	Pulse Rainbow Wholefoods	Food store (speciality)	Convenience	A1	60
15	Royal Arcade	Colman's Mustard Shop	Food store (speciality)	Convenience	A1	156
59	Meadow Walk	Tea Junction (UU32)	Food store (speciality)	Convenience	A1	89
21	Stephens Arcade	Julian Graves (LG32 Chapelfield)	Food store (speciality)	Convenience	A1	38
25	Stephens Arcade	Whittards (LG04 Chapelfield)	Food store (speciality)	Convenience	A1	46
164 -165	Provision Market	Michael Pearson & Sophy Soeng	Food store (speciality)	Convenience	A1	16
62 -63	Provision Market	P Taylor (Cheese Stall) / The Cheeseman	Food store (speciality)	Convenience	A1	15
5	Lobster Lane	Wilkinsons Tea and Coffee	Food store (speciality)	Convenience	A1	60
77 -79	Ber Street	Kin Yip	Food store (speciality)	Convenience	A1	72
22	Cowgate	Shah Jalal	Food store (speciality)	Convenience	A1	0
72 -73	Provision Market	P Baker and Sons Ltd	Butcher (General)	Convenience	A1	16
82 -83	Provision Market	P Baker and Sons Ltd	Butcher (General)	Convenience	A1	16
113	Provision Market	P Cutter	Butcher (General)	Convenience	A1	8
122 -123	Provision Market	P Cutter	Butcher (General)	Convenience	A1	16
102 -103	Provision Market	B and A Pickering / Meat Specialists	Butcher (Specialist/ethnic)	Convenience	A1	16
128	Magdalen Street	Edward R Holmes	Fishmonger (Wet fish)	Convenience	A1	17
4	Provision Market	K. Mann / Kate's Shellfish	Fishmonger (Wet fish)	Convenience	A1	8
5	Provision Market	Malcolm Snelling / Snellings Fishmongers	Fishmonger (Wet fish)	Convenience	A1	8
2 -3	Provision Market	Michael Hale / M.R. Hale Fishmonger	Fishmonger (Wet fish)	Convenience	A1	16
30 -31	Provision Market	Eostre Organics (organic fruit and veg)	Greengrocer and/or fruiterer	Convenience	A1	16
27	Provision Market	J Wilson / C J's Fruit / Veg	Greengrocer and/or fruiterer	Convenience	A1	8
90 /105	Provision Market	M Taylor / G Taylor & Son	Greengrocer and/or fruiterer	Convenience	A1	16
47	Provision Market	Michael Read / Mike & Debs	Greengrocer and/or fruiterer	Convenience	A1	8
1 a	Guildhall Hill	Carman's Bakery	Baker with in-store bakery	Convenience	A3	65
50	London Street	Baker's Oven	Baker without in-store bakery	Convenience	A1	167
112	Provision Market	J and J Fryer (Cakes and Pastries)	Baker without in-store bakery	Convenience	A1	15
U5	Thorpe Station	Upper Crust	Baker without in-store bakery	Convenience	A1	33
5 -6	Castle Meadow	Oddbins	Off Licence	Convenience	A1	159
3	Swan Lane	The Whiskey Shop	Wine Merchant	Convenience	A1	25
37	St. Giles Street	The Cellar d'Or	Wine Merchant	Convenience	A1	280
11	Castle Meadow	Mr News	Newsagent	Convenience	A1	24
3 -3a	Surrey Street	Norfolk News	Newsagent	Convenience	A1	56
2	Exchange Street	G G Curran (T/A Cigs and Papers)	Newsagent	Convenience	A1	37
22	White Lion Street	Planet News	Newsagent	Convenience	A1	30
15	Orford Place	Something 4 You	Newsagent	Convenience	A1	112
16	All Saints Green	Greens News	Newsagent	Convenience	A1	56
41	Timberhill	Timberhill News	Newsagent	Convenience	A1	20
173	Provision Market	Chris Lancaster	Newsagent	Convenience	A1	8
182 -183	Provision Market	Chris Lancaster	Newsagent	Convenience	A1	16
2	St. Andrews Street	News Plus (temporary closure)	Newsagent	Convenience	A1	33
60	London Street	London Street Newsagents	Newsagent	Convenience	A1	60
	Wherry Road	CNS News	Newsagent	Convenience	A1	
83	Prince of Wales Road	Nabs One Newsagent	Newsagent	Convenience	A1	45
144	King Street	Reds Convenience Store	Newsagent	Convenience	A1	60
9	Tombland	Tombland News	Newsagent	Convenience	A1	36
5	Rose Lane	Tudor Stores	Newsagent	Convenience	A1	56
1	Orford Place	Thorntons	Sweet shop/confectioner	Convenience	A1	28
2	Royal Arcade	Digby's of Holt	Sweet shop/confectioner	Convenience	A1	43
	Meadow Walk	Pick n Mix (Stall)	Sweet shop/confectioner	Convenience	A1	8
113	Crescent	Hotel Chocolat (UG17 Chapelfield)	Sweet shop/confectioner	Convenience	A1	61
102	Merchants Hall	Thorntons (UG08 Chapelfield)	Sweet shop/confectioner	Convenience	A1	42
124 -125	Provision Market	Mr K Allen / Pick 'n' Mix	Sweet shop/confectioner	Convenience	A1	15
79	Provision Market	VACANT	Sweet shop/confectioner	Convenience	A1	8
32	St. Andrews Street	Churchills	Tobacconist	Convenience	A1	40
	76		Convenience Floorspace			13,932

23-25	London Street	Habitat	Department Stores	Comparison	A1	540
1-11	London Street	Jarrolds	Department Stores	Comparison	A1	8264
0	Orford Place	Debenhams	Department Stores	Comparison	A1	8361
9	All Saints Green	John Lewis	Department Stores	Comparison	A1	10695
56-68	St. Stephens Street	Co-op	Department Stores	Comparison	A1	5356
	Rampant Horse Street	Marks and Spencer (Durable space)	Department Stores	Comparison	A1	6120
1	Merchants Hall	House of Fraser	Department Stores	Comparison	A1	9665
23-29	St. Stephens Street	BHS	Large Variety Stores	Comparison	A1	3145
48-54	St. Stephens Street	QD	Large Variety Stores	Comparison	A1	1015
H1	Hay Hill	Charity Stall	Large Variety Stores	Comparison	A1	7
U6	Albion Way	Woolworths	Large Variety Stores	Comparison	A1	2787
	Barrack Street	Jarrold - The Clearance Outlet	Large Variety Stores	Comparison	A1	500
28	Walk	Argos Extra (LS3)	Showrooms	Comparison	A1	1880
43-45	St. Stephens Street	Argos	Showrooms	Comparison	A1	235
U3	Albion Way	Argos Extra	Showrooms	Comparison	A1	1097
4 b	Guildhall Hill	The Perfect Pad	goods/discount stores	Comparison	A1	612.2
10	Haymarket	The Proper Pound Shop	goods/discount stores	Comparison	A1	398
9	Back-of-the-Inns	The Other Market	goods/discount stores	Comparison	A1	45
47-51	St. Stephens Street	Poundland	goods/discount stores	Comparison	A1	956
34-35	Provision Market	S and C Hanbury (Ethnic Goods)	goods/discount stores	Comparison	A1	16
40-41	Provision Market	S and C Hanbury (Ethnic Goods)	goods/discount stores	Comparison	A1	16
110-111	Provision Market	S Singh (Asian Goods/repairs)	goods/discount stores	Comparison	A1	8
107	Magdalen Street	Sirvic Supplies	Shoe shop (general)	Comparison	A1	29
21-23	Castle Meadow	Ponds	Shoe shop (general)	Comparison	A1	124
21	London Street	Russell and Bromley	Shoe shop (general)	Comparison	A1	229
44	London Street	Scholl	Shoe shop (general)	Comparison	A1	64
22	London Street	Stead & Simpson	Shoe shop (general)	Comparison	A1	163
12-14	Brigg Street	Clarks	Shoe shop (general)	Comparison	A1	204
2	Guildhall Hill	Imeldas	Shoe shop (general)	Comparison	A1	50
13	Orford Place	Raw	Shoe shop (general)	Comparison	A1	70
2	Orford Place	Shoe Zone	Shoe shop (general)	Comparison	A1	246
12-14	Davey Place	Clarks	Shoe shop (general)	Comparison	A1	82
23-25	Castle Street	Schüh (SU1)	Shoe shop (general)	Comparison	A1	178
7-8	Royal Arcade	Stompers	Shoe shop (general)	Comparison	A1	107
	Walk	Crocks Shoes (Stall)	Shoe shop (general)	Comparison	A1	8
16	Timberhill	Raffles	Shoe shop (general)	Comparison	A1	80
33	Timberhill	Ward and Wright	Shoe shop (general)	Comparison	A1	80
7	St. Stephens Plain	ecco	Shoe shop (general)	Comparison	A1	116
30	St. Stephens Street	Mr Shoes	Shoe shop (general)	Comparison	A1	83
53	St. Stephens Street	Shoe Zone	Shoe shop (general)	Comparison	A1	353
17	Stephens Arcade	Barratts (LG28 Chapelfield)	Shoe shop (general)	Comparison	A1	158
115	Crescent	Jones The Bootmaker (UG19 Chapelfield)	Shoe shop (general)	Comparison	A1	115
143	Merchants Hall	Ravel (UG06 Chapelfield)	Shoe shop (general)	Comparison	A1	147
105	Merchants Hall	Schuh (MSU10 Chapelfield)	Shoe shop (general)	Comparison	A1	292
33	Merchants Hall	Shoe Express (LG11 Chapelfield)	Shoe shop (general)	Comparison	A1	166
20	Stephens Arcade	Timpsons (LG31 Chapelfield)	Shoe shop (general)	Comparison	A1	17
158-159	Provision Market	B Foster	Shoe shop (general)	Comparison	A1	16
20-21	Provision Market	Madeline Reid	Shoe shop (general)	Comparison	A1	16
71-73	Westwick Street	Brantano (Retail Park Unit C)	Shoe shop (general)	Comparison	A1	632
15	Pottergate	Feet on the Ground	Shoe shop (general)	Comparison	A1	30
14 a	Pottergate	Itian Source Shoes	Shoe shop (general)	Comparison	A1	38
65	London Street	Bowhill & Elliott	Shoe shop (general)	Comparison	A1	71
127	Plain	Dune (MW1 Chapelfield)	Shoe shop (general)	Comparison	A1	136
126	Plain	Office (MW2 Chapelfield)	Shoe shop (general)	Comparison	A1	178
0	Barrack Street	The Factory Shoe Shop	Shoe shop (general)	Comparison	A1	470
52	Esdelle Street	Turner's Shoe Repair	Shoe shop (general)	Comparison	A1	0
19	Red Lion Street	Mr Shoes	Shoe shop (mens)	Comparison	A1	38
10 a	Davey Place	Clarks	Shoe shop (mens)	Comparison	A1	55
8	Back-of-the-Inns	Sole Trader	Shoe shop (mens)	Comparison	A1	85
46	Walk	Faith (LU08)	Shoe shop (womens)	Comparison	A1	101
129	Terrace	Sole (UG22 Chapelfield)	Shoe shop (womens)	Comparison	A1	100
137-139	Magdalen Street	Tiger Lily	Clothes shop (general)	Comparison	A1	15
120	Magdalen Street	Zippers	Clothes shop (general)	Comparison	A1	40
	Level	TK MAXX	Clothes shop (general)	Comparison	A1	2167.7
31	Bedford Street	Attik	Clothes shop (general)	Comparison	A1	59
10 14	Bedford Street	CULT	Clothes shop (general)	Comparison	A1	982
7	Bedford Street	Gallyons Country Clothing	Clothes shop (general)	Comparison	A1	183
30	London Street	GAP	Clothes shop (general)	Comparison	A1	501
1	Hay Hill	Next	Clothes shop (general)	Comparison	A1	1922
7-9	Haymarket	Primark	Clothes shop (general)	Comparison	A1	3010
15-17	Haymarket	Top Shop/Top Man/Miss Selfridge	Clothes shop (general)	Comparison	A1	1217
27-29	Castle Street	Envy (SU2)	Clothes shop (general)	Comparison	A1	228
6	Back-of-the-Inns	Free Spirit	Clothes shop (general)	Comparison	A1	278
21	Castle Street	USC	Clothes shop (general)	Comparison	A1	237
41	Walk	Bay Trading Co (LU13)	Clothes shop (general)	Comparison	A1	148
23	Walk	D2 (LU27)	Clothes shop (general)	Comparison	A1	276
82	Meadow Walk	George (LS6)	Clothes shop (general)	Comparison	A1	1222
79-80	Meadow Walk	H and M (UU16/LS5)	Clothes shop (general)	Comparison	A1	1864
74	Meadow Walk	Mad House (UU21)	Clothes shop (general)	Comparison	A1	255
17	Walk	Peacocks (LU30)	Clothes shop (general)	Comparison	A1	510

6	Orford Street	Orvis	Clothes shop (general)	Comparison	A1	97
5	Westlegate	Rohan	Clothes shop (general)	Comparison	A1	42
9-11	St. Stephens Street	Millelets	Clothes shop (general)	Comparison	A1	260
35-37	St. Stephens Street	MK One	Clothes shop (general)	Comparison	A1	270
137	Crescent	Bank (UG26 Chapelfield)	Clothes shop (general)	Comparison	A1	173
7	Merchants Hall	Boros (LG23 Chapelfield)	Clothes shop (general)	Comparison	A1	173
128	Terrace	Esprit (UG21a Chapelfield)	Clothes shop (general)	Comparison	A1	306
32	Merchants Hall	H & M (MSU1 Chapelfield)	Clothes shop (general)	Comparison	A1	2307
39	Merchants Hall	Joy (LG16 Chapelfield)	Clothes shop (general)	Comparison	A1	226
108	Merchants Hall	Punki Fish (UG15 Chapelfield)	Clothes shop (general)	Comparison	A1	149
104	Merchants Hall	Republic (UG13 Chapelfield)	Clothes shop (general)	Comparison	A1	157
145	Merchants Hall	River Island (MSU4 Chapelfield)	Clothes shop (general)	Comparison	A1	738
6	Merchants Hall	Select Clothing (LG22 Chapelfield)	Clothes shop (general)	Comparison	A1	169
114	Crescent	Timberland (UG18 Chapelfield)	Clothes shop (general)	Comparison	A1	114
141	Merchants Hall	USC (MSU15 Chapelfield)	Clothes shop (general)	Comparison	A1	453
77	-78 Provision Market	L Nixon / Lenny's	Clothes shop (general)	Comparison	A1	16
U4a	Albion Way	Next	Clothes shop (general)	Comparison	A1	678
U7a	Albion Way	Outfit	Clothes shop (general)	Comparison	A1	2787
92	St. Benedicts Street	Gill Clothing	Clothes shop (general)	Comparison	A1	31
88	St. Benedicts Street	The Red Cross Shop	Clothes shop (general)	Comparison	A1	56
63-65	Westwick Street	TK MAXX (Retail Park Unit B)	Clothes shop (general)	Comparison	A1	929
6	St. Gregory's Alley	Tulip Clothes	Clothes shop (general)	Comparison	A1	50
4-8	Dove Street	Black Lace/Ten Eighty	Clothes shop (general)	Comparison	A1	34
5-7	Lower Goat Lane	Fat Face	Clothes shop (general)	Comparison	A1	98
19	Pottergate	Hatters and Ginger	Clothes shop (general)	Comparison	A1	89
18 b	Lower Goat Lane	Rawhide	Clothes shop (general)	Comparison	A1	20
18	Pottergate	The Laundry Room	Clothes shop (general)	Comparison	A1	30
64	London Street	British Heart Foundation Charity Shop	Clothes shop (general)	Comparison	A1	70
63	London Street	Cancer Research UK	Clothes shop (general)	Comparison	A1	49
41	Pitt Street	Goddards Tailor	Clothes shop (general)	Comparison	A1	134
38	London Street	Austin Reed	Menswear shop	Comparison	A1	250
23	Bedford Street	Chadds	Menswear shop	Comparison	A1	225
6	Bedford Street	Dogfish	Menswear shop	Comparison	A1	33
2-8a	London Street	Burttons/Hawkshead	Menswear shop	Comparison	A1	500
1	Guildhall Hill	Philip Browne	Menswear shop	Comparison	A1	310
11-13	White Lion Street	Hatters	Menswear shop	Comparison	A1	90
20	White Lion Street	Moss Bros	Menswear shop	Comparison	A1	53
25-26	Walk	Blue Inc (LU24-LU25)	Menswear shop	Comparison	A1	204
42	Walk	Suits You (LU12)	Menswear shop	Comparison	A1	119
1	Westlegate	Andersons	Menswear shop	Comparison	A1	131
21	Timberhill	Babouska	Menswear shop	Comparison	A1	65
5	St. Stephens Street	Jonathan Trumbull	Menswear shop	Comparison	A1	134
15	Stephens Arcade	Officers Club (LG26 Chapelfield)	Menswear shop	Comparison	A1	147
140	Merchants Hall	Suits You (UG04 Chapelfield)	Menswear shop	Comparison	A1	261
38-39	Provision Market	A Hunt	Menswear shop	Comparison	A1	16
56-57	Provision Market	A Hunt	Menswear shop	Comparison	A1	16
H4/5	Hay Hill	Adrian Hunt (Stall - Men's Clothing)	Menswear shop	Comparison	A1	14
14-17	Provision Market	Andersons Menswear	Menswear shop	Comparison	A1	32
14	St. Benedicts Street	Back 2 Back	Menswear shop	Comparison	A1	50
3	Lower Goat Lane	Amparo	Menswear shop	Comparison	A1	90
10	Pottergate	The Earth Collection	Menswear shop	Comparison	A1	67
1	St. Augustines Street	BIBI Le Boutique	Ladieswear shop or boutique	Comparison	A1	17
1	Red Lion Street	Evans (Casualwear)	Ladieswear shop or boutique	Comparison	A1	129
32	London Street	East	Ladieswear shop or boutique	Comparison	A1	75
31	London Street	Jaeger	Ladieswear shop or boutique	Comparison	A1	150
19	London Street	Laura Ashley	Ladieswear shop or boutique	Comparison	A1	808
8	Bedford Street	Long Tall Sally	Ladieswear shop or boutique	Comparison	A1	323
14	Bridewell Alley	Ruby Rumba	Ladieswear shop or boutique	Comparison	A1	51
3 a	St. Andrews Hill	Sashar	Ladieswear shop or boutique	Comparison	A1	56
39	London Street	Viyella	Ladieswear shop or boutique	Comparison	A1	102
6	Haymarket	Dorothy Perkins	Ladieswear shop or boutique	Comparison	A1	201
10	London Street	Karen Millen	Ladieswear shop or boutique	Comparison	A1	76
10	Brigg Street	OffShoot	Ladieswear shop or boutique	Comparison	A1	124
5	Haymarket	Principles	Ladieswear shop or boutique	Comparison	A1	201
13	Gentlemans Walk	Wallis	Ladieswear shop or boutique	Comparison	A1	80
2	Castle Street	Ann Harvey	Ladieswear shop or boutique	Comparison	A1	72
6-6a	White Lion Street	Butterfly	Ladieswear shop or boutique	Comparison	A1	92
4	Castle Street	Dash	Ladieswear shop or boutique	Comparison	A1	71
11	Royal Arcade	Harwayes	Ladieswear shop or boutique	Comparison	A1	47
1-3	Castle Street	Kew	Ladieswear shop or boutique	Comparison	A1	80
9-11	Davey Place	Monsoon	Ladieswear shop or boutique	Comparison	A1	201
10	Royal Arcade	Two Stars	Ladieswear shop or boutique	Comparison	A1	37
12	Walk	Jane Norman (LU35)	Ladieswear shop or boutique	Comparison	A1	163
31	Walk	New Look	Ladieswear shop or boutique	Comparison	A1	1088
22	Walk	Pilot (LU28)	Ladieswear shop or boutique	Comparison	A1	140
19	Timberhill	DKA	Ladieswear shop or boutique	Comparison	A1	97
11-13	Westlegate	Evans	Ladieswear shop or boutique	Comparison	A1	137
17	Timberhill	F A Stone and Sons	Ladieswear shop or boutique	Comparison	A1	85
35-37	Timberhill	Ginger	Ladieswear shop or boutique	Comparison	A1	153
5 a	Orford Street	Labels Below	Ladieswear shop or boutique	Comparison	A1	60

4	Lion and Castle Yard	Ursula's	Ladieswear shop or boutique	Comparison	A1	34
25	Timberhill	Ursula's Lingerie	Ladieswear shop or boutique	Comparison	A1	83
18 a	St. Stephens Street	Bon Marche	Ladieswear shop or boutique	Comparison	A1	326
21	St. Stephens Street	Escape	Ladieswear shop or boutique	Comparison	A1	70
20-22	St. Stephens Street	Miss Selfridge	Ladieswear shop or boutique	Comparison	A1	300
39-41	St. Stephens Street	Size Up	Ladieswear shop or boutique	Comparison	A1	323
12	Merchants Hall	Camille (LG25 Chapelfield)	Ladieswear shop or boutique	Comparison	A1	173
144	Merchants Hall	French Connection (UG07 Chapelfield)	Ladieswear shop or boutique	Comparison	A1	211
142	Merchants Hall	Logo (UG05 Chapelfield)	Ladieswear shop or boutique	Comparison	A1	200
134	Crescent	Mango (MSU9 Chapelfield)	Ladieswear shop or boutique	Comparison	A1	333
16	Stephens Arcade	Quirc (LG27 Chapelfield)	Ladieswear shop or boutique	Comparison	A1	138
136	Crescent	Warehouse (UG02 Chapelfield)	Ladieswear shop or boutique	Comparison	A1	126
131	Crescent	Zara (MSU13 Chapelfield)	Ladieswear shop or boutique	Comparison	A1	1322
130-131	Provision Market	H Stanmore / Mature Ladies Clothing	Ladieswear shop or boutique	Comparison	A1	16
146-147	Provision Market	J M and L Gould	Ladieswear shop or boutique	Comparison	A1	16
176-179	Provision Market	S and J Day	Ladieswear shop or boutique	Comparison	A1	32
128-129	Provision Market	T and J Gould / Frontline	Ladieswear shop or boutique	Comparison	A1	16
32-33	Provision Market	V Hunter / M&M's Clothing Ladies Fashion	Ladieswear shop or boutique	Comparison	A1	16
24	Exchange Street	Catfish	Ladieswear shop or boutique	Comparison	A1	88
37	Elm Hill	Joan Chappell	Ladieswear shop or boutique	Comparison	A1	30
4	St. Gregory's Alley	Catherine Barclay	Ladieswear shop or boutique	Comparison	A1	38
54 a	St. Benedicts Street	Pure	Ladieswear shop or boutique	Comparison	A1	46
56	St. Benedicts Street	Pure	Ladieswear shop or boutique	Comparison	A1	52
22-24	St. Benedicts Street	The Wedding Party	Ladieswear shop or boutique	Comparison	A1	125
2	St. Gregory's Alley	Walkers (with 25 Pottergate)	Ladieswear shop or boutique	Comparison	A1	20
95	Upper St. Giles Street	Source Clothing	Ladieswear shop or boutique	Comparison	A1	42
14-16	Lower Goat Lane	Asylum Girls (closing down soon)	Ladieswear shop or boutique	Comparison	A1	267
13	St. Giles Street	Burrows	Ladieswear shop or boutique	Comparison	A1	86
12	Lower Goat Lane	Elements	Ladieswear shop or boutique	Comparison	A1	53
13	Lower Goat Lane	Kinki	Ladieswear shop or boutique	Comparison	A1	143
63	Sussex Street	Essential Collection/Aladdins Cave	Ladieswear shop or boutique	Comparison	A1	100
25	Pottergate	Walkers of Pottergate	Ladieswear shop or boutique	Comparison	A1	40
35	St. Augustines Street	Clothes Shop	Clothes shop (speciality)	Comparison	A1	99
72	St. Augustines Street	Love	Clothes shop (speciality)	Comparison	A1	45
108-109	Row	Prima Donna (TU11/Unit 3)	Clothes shop (speciality)	Comparison	A1	210
6	Bridewell Alley	Tinkerbelle Bridal Wear	Clothes shop (speciality)	Comparison	A1	124
2	Haymarket	Accessorize	Clothes shop (speciality)	Comparison	A1	34
7-9	Orford Place	GW Suits	Clothes shop (speciality)	Comparison	A1	111
6	Royal Arcade	Marrs Leather Shop	Clothes shop (speciality)	Comparison	A1	67
13	Walk	Charm Exclusive Jackets	Clothes shop (speciality)	Comparison	A1	104
14	Walk	Claire's (LU33)	Clothes shop (speciality)	Comparison	A1	69
39-40	Walk	La Senza (Lingerie) (LU14-LU15)	Clothes shop (speciality)	Comparison	A1	232
53	Walk	Sock Shop (LU01 Castle Mall)	Clothes shop (speciality)	Comparison	A1	41
10	Merchants Hall	Ann Summers (LG24a Chapelfield)	Clothes shop (speciality)	Comparison	A1	151
28	Stephens Arcade	Claire's (LG08 Chapelfield)	Clothes shop (speciality)	Comparison	A1	38
2	Merchants Hall	Eastbank Accessories (LG21a Chapelfield)	Clothes shop (speciality)	Comparison	A1	11
107	Merchants Hall	Levi's (UG14 Chapelfield)	Clothes shop (speciality)	Comparison	A1	146
106	Merchants Hall	Monsoon/Accessorize (MSU11 Chapelfield)	Clothes shop (speciality)	Comparison	A1	679
135	Crescent	Oasis (UG01Chapelfield)	Clothes shop (speciality)	Comparison	A1	115
110	Merchants Hall	Tie Rack (Kiosk)	Clothes shop (speciality)	Comparison	A1	19
37	Merchants Hall	Trespass (LG14 Chapelfield)	Clothes shop (speciality)	Comparison	A1	102
48-49	Provision Market	Gary Moore (Sportswear) / Moore Sport	Clothes shop (speciality)	Comparison	A1	15
24-25	Provision Market	Linda James	Clothes shop (speciality)	Comparison	A1	16
45	Provision Market	Mr T Allen (T-Shirts)	Clothes shop (speciality)	Comparison	A1	8
84	Provision Market	Mrs J Virgo (Socks and Underwear)	Clothes shop (speciality)	Comparison	A1	8
91/104	Provision Market	Mrs J Virgo (Socks and Underwear)	Clothes shop (speciality)	Comparison	A1	16
118	Provision Market	Ms Stevie Mannion	Clothes shop (speciality)	Comparison	A1	7
46	Provision Market	P and M Durrant (Ethnic Clothing)	Clothes shop (speciality)	Comparison	A1	8
39	Exchange Street	La Crème	Clothes shop (speciality)	Comparison	A1	31
59	St. Benedicts Street	Leadenhall Suit Company	Clothes shop (speciality)	Comparison	A1	45
20	St. Benedicts Street	Roots	Clothes shop (speciality)	Comparison	A1	47.5
27	St. Benedicts Street	The Dancers Shop	Clothes shop (speciality)	Comparison	A1	40
3-5	Dove Street	Berketex Bride	Clothes shop (speciality)	Comparison	A1	180
8 a	Pottergate	Drift - inc 1 Bagleys Court	Clothes shop (speciality)	Comparison	A1	59
8-10	Lower Goat Lane	The Blue Jean Company	Clothes shop (speciality)	Comparison	A1	184
123	Plain	Blooming Marvellous (MW5 Chapelfield)	Clothes shop (speciality)	Comparison	A1	103
121	Ber Street	Stitched Up	Clothes shop (speciality)	Comparison	A1	13
17	Bedford Street	Monkey Fish	baby goods	Comparison	A1	30
1-1a	St. Andrews Hill	Tickety Boo	baby goods	Comparison	A1	43
64-66	Meadow Walk	Mothercare (UU25-27)	baby goods	Comparison	A1	915
130	Terrace	Boys Base (UG23 Chapelfield)	baby goods	Comparison	A1	80
11	Merchants Hall	Pumpkin Patch (LG25a Chapelfield)	baby goods	Comparison	A1	208
117	Provision Market	D R Jennings	baby goods	Comparison	A1	8
174-175	Provision Market	Lou Denny	baby goods	Comparison	A1	16
180-181	Provision Market	Lou Denny	baby goods	Comparison	A1	16
155/160	Provision Market	Shaun Foster	baby goods	Comparison	A1	16
U4b	Albion Way	Mammas and Papas	baby goods	Comparison	A1	678
85	Upper St. Giles Street	Coccolino	baby goods	Comparison	A1	49
69	Ber Street	National Schoolwear Centres	baby goods	Comparison	A1	139
35	London Street	The Edinburgh Woolen Mill	Wools and knitwear	Comparison	A1	165

35 a	London Street	The Golf Co	Wools and knitwear	Comparison	A1	63
5	Timberhill	The Work Box	Wools and knitwear	Comparison	A1	120
144 -145	Provision Market	C Haw	Wools and knitwear	Comparison	A1	16
150	Provision Market	Rosemary Nicholson / The Haberdashery	Wools and knitwear	Comparison	A1	8
	Walk	Euromall Pillows and Cushions (Stall)	Drapery and fabrics	Comparison	A1	8
154 /161	Provision Market	Barry Reed/ Barry Read Fabric	Drapery and fabrics	Comparison	A1	16
72	Sussex Street	Quality Foam Products	Drapery and fabrics	Comparison	A1	0
59-61	St. Stephens Street	Zoom the Loom	Curtains and linen	Comparison	A1	229
26	Provision Market	Paul Brighten / Paul's Household Goods	Curtains and linen	Comparison	A1	8
153	Magdalen Street	Line One	specialist	Comparison	A1	35
8	Davey Place	Homesense	specialist	Comparison	A1	150
83	Upper St. Giles Street	Pavilion	specialist	Comparison	A1	18
34-40	King Street	Design Company	specialist	Comparison	A1	100
40 a	St. Giles Street	Leila Rosa	specialist	Comparison	A1	65
89-91	Ber Street	Paston House Antique Centre	specialist	Comparison	A1	60
150 -152	Magdalen Street	M F Reeve	(general)	Comparison	A1	284
67 -73	Botolph Street	Wallace King Interiors	(general)	Comparison	A1	800
3	Guildhall Hill	Wesley Barrell	(general)	Comparison	A1	320
82	St. Benedicts Street	Geoffreys Carpets & Pine	(general)	Comparison	A1	107
21	St. Giles Street	Mike Turner Interiors	(general)	Comparison	A1	83
140 -146	Oak Street	Classic Finishes	(general)	Comparison	A1	0
60	St. Giles Street	John Barnard Furniture Creator	(general)	Comparison	A1	88
5-7	St. Stephens Road	Multyork	(general)	Comparison	A1	933
121	Plain	The Pier (MW7 Chapelfield)	(general)	Comparison	A1	417
130	Magdalen Street	Anglian Carpets	only	Comparison	A1	200
4	Bedford Street	Oriental Rugs	only	Comparison	A1	164
21	Colegate	Colegate Carpets	only	Comparison	A1	84
28	London Street	Sharps/Moben/Dolphin	furniture	Comparison	A1	194
53	Ber Street	JN Kitchens and Bedrooms	furniture	Comparison	A1	60
2 a	Opie Street	Oyster	specialist	Comparison	A1	20
5	Bedford Street	The Granary	specialist	Comparison	A1	948
98	Meadow Walk	New Heights Furniture	specialist	Comparison	A1	
54 -55	Meadow Walk	Sofa Workshop (UU34/UU35)	specialist	Comparison	A1	330
37 -39	Timberhill	Abode	specialist	Comparison	A1	232
31	Timberhill	Mark Elliott Designer Furniture	specialist	Comparison	A1	167
6	St. Benedicts Street	Earsham Hall Pine	specialist	Comparison	A1	34
89	Upper St. Giles Street	Stiffkey Bathrooms	specialist	Comparison	A1	26
23	St. Giles Street	The Futon Company	specialist	Comparison	A1	336
16 -18	Queens Road	Bathstore.com	specialist	Comparison	A1	305
161	Oak Street	Bespoke Woodwork	specialist	Comparison	A1	0
22 -24	Ber Street	Eastern Bed Centres	specialist	Comparison	A1	209
71	Ber Street	Just Waterbeds	specialist	Comparison	A1	139
63-65	Ber Street	The Complete Bathroom	specialist	Comparison	A1	72
148	Magdalen Street	Good Used Furniture Company	Secondhand/antique furniture	Comparison	A1	24
127 -129	Magdalen Street	R.S. Furniture	Secondhand/antique furniture	Comparison	A1	120
26-28	Elm Hill	Elm Hill Antiques	Secondhand/antique furniture	Comparison	A1	60
18	Wensum Street	Wrights Secondhand Furniture Store	Secondhand/antique furniture	Comparison	A1	34
2	Wrights Court	Antique Shop	Antique shop (general)	Comparison	A1	23
31-35	Elm Hill	Antiques and Interiors	Antique shop (general)	Comparison	A1	105
32 -32a	Elm Hill	Collett Curio	Antique shop (general)	Comparison	A1	95
3 a	Wrights Court	Hawtrey Antiques	Antique shop (general)	Comparison	A1	125
38	Elm Hill	Robert Charles	Antique shop (general)	Comparison	A1	31
41 -43	Elm Hill	Turner Brown Antiques	Antique shop (general)	Comparison	A1	34
93	Upper St. Giles Street	The Bell Jar	Antique shop (general)	Comparison	A1	58
75	Upper St. Giles Street	The Period House Store	Antique shop (general)	Comparison	A1	28
18 c	Lower Goat Lane	Maddermarket Antiques	Antique shop (general)	Comparison	A1	35
15	St. Giles Street	Malcolm Turner	Antique shop (general)	Comparison	A1	45
42	St. Giles Street	James Brett	Antique shop (general)	Comparison	A1	65
14	Tombland	Tombland Antiques Centre	Antique shop (general)	Comparison	A1	465
131	Magdalen Street	Gifted	goods	Comparison	A1	50
2	St. Andrews Hill	Inanna's Festival	goods	Comparison	A1	40
9	Swan Lane	Wow	goods	Comparison	A1	143
	Gaol Hill	Angels Crystal Shop	goods	Comparison	A1	20
20	Royal Arcade	Arcadia Gifts	goods	Comparison	A1	125
4	Royal Arcade	Montage	goods	Comparison	A1	47
2 b	Castle Meadow	Omnipresents	goods	Comparison	A1	67
	Meadow Walk	Clearly Crystal (Stall)	goods	Comparison	A1	8
86	Meadow Walk	Hawkins Bazaar (UU13)	goods	Comparison	A1	168
70 -71	Provision Market	M and E Kamara (African Crafts)	goods	Comparison	A1	16
16 -20	Exchange Street	Brambles	goods	Comparison	A1	212
12	Elm Hill	Elm Hill Craft Shop	goods	Comparison	A1	56
39	Elm Hill	The Jade Tree	goods	Comparison	A1	47
90	St. Benedicts Street	A Bonanza	goods	Comparison	A1	23
8	St. Gregory's Alley	All's Fair	goods	Comparison	A1	56
10 -12	St. Benedicts Street	Kulture Shock	goods	Comparison	A1	116
80	St. Benedicts Street	Top Hat Fancy Dress	goods	Comparison	A1	107
85 a	Upper St. Giles Street	Gift Shop	goods	Comparison	A1	49
12	Pottergate	Head in the Clouds	goods	Comparison	A1	117
13	Pottergate	Magic/Heaven on Earth	goods	Comparison	A1	38
14 b	Pottergate	Soho Hip	goods	Comparison	A1	40

14 -16	Dove Street	Tickles	goods	Comparison	A1	155
22	St. John Maddermarket	Ali Bongo Lifestyle and Leisure	goods	Comparison	A1	97
34 -36	Bethel Street	Country and Eastern	goods	Comparison	A1	918
4 -6	Davey Place	Evolution	shop	Comparison	A1	191
13	Back-of-the-Inns	Past Times	shop	Comparison	A1	130
15 -16	Walk	Disney Shop (LU31-32)	shop	Comparison	A1	279
78	Meadow Walk	The Natural World (UU17)	shop	Comparison	A1	114
38	Exchange Street	The World Shop	shop	Comparison	A1	61
18	Elm Hill	The Bear Shop	shop	Comparison	A1	27
66	St. Benedicts Street	Clive Dennett Coins	shop	Comparison	A1	34
10	Dove Street	John Lei (Feng Shui Shop)	shop	Comparison	A1	51
8	Redwell Street	Country and Eastern	shop	Comparison	A1	342
56	St. Giles Street	Finishing Touches	shop	Comparison	A1	20
0	Carrow Road	Norwich City F.C. Shop	shop	Comparison	A1	90
42 -48	Bethel Street	The Green House	shop	Comparison	A1	40
27	Elm Hill	The Stamp Corner (opening soon)	Stamps and coins	Comparison	A1	27
7	Bagleys Court	Pottergate Stamp Auctions	Stamps and coins	Comparison	A1	20
5	Bagleys Court	Pottergate Stamps and Cards	Stamps and coins	Comparison	A1	16
39	St. Augustines Street	Private Shop	memorabilia	Comparison	A1	34
92	Meadow Walk	Sportizus (UU07)	memorabilia	Comparison	A1	126
11	St. Gregory's Alley	The Movie Shop	memorabilia	Comparison	A1	84
24	Cattle Market Street	Crystal House Model Marquee	memorabilia	Comparison	A1	205
2 -2a	Charing Cross	SinSins Lovestore	memorabilia	Comparison	A1	56
27	Walk	Aspects of Norfolk	Art dealer and/or gallery	Comparison	A1	119
116	Terrace	Castle Galleries (UG20 Chapelfield)	Art dealer and/or gallery	Comparison	A1	63
34	Elm Hill	Crome Gallery and Frame Shop	Art dealer and/or gallery	Comparison	A1	88
20	Elm Hill	Elm Hill Contemporary Art	Art dealer and/or gallery	Comparison	A1	49
0	Elm Hill	Mandells Gallery	Art dealer and/or gallery	Comparison	A1	25
15	Elm Hill	Maria Guerten Studio	Art dealer and/or gallery	Comparison	A1	66
10 b	Wensum Street	Outpost Gallery	Art dealer and/or gallery	Comparison	D1	68
77	Upper St. Giles Street	Studio Art Gallery	Art dealer and/or gallery	Comparison	A1	60
93	King Street	Gallery No 93	Art dealer and/or gallery	Comparison	A1	14
93 a	King Street	Netherconesford Gallery	Art dealer and/or gallery	Comparison	A1	31
91	Ber Street	Paston House Gallery	Art dealer and/or gallery	Comparison	D1	60
9 -10	Redwell Street	Roar	Art dealer and/or gallery	Comparison	A1	63
51 b	St. Giles Street	sgs gallery	Art dealer and/or gallery	Comparison	D1	23
51 a	St. Giles Street	St Giles Gallery	Art dealer and/or gallery	Comparison	D1	79
4 -14	Charing Cross	Strangers Hall Museum	Art dealer and/or gallery	Comparison	D1	0
	Theatre Street	Tudor Galleries (Noverre House)	Art dealer and/or gallery	Comparison	A1	46
169	King Street	Wensum Lodge	Art dealer and/or gallery	Comparison	A1	0
16	St. Benedicts Street	Norwich Art Supplies	Artists materials	Comparison	A1	42
13 a	St. Augustines Street	Norwich Screen Art	posters	Comparison	A1	56
15	St. Augustines Street	Norwich Screen Art	posters	Comparison	A1	21
15 b	Bedford Street	Fairhurst Gallery	posters	Comparison	A1	104
10	Back-of-the-Inns	Art paintings and frames	posters	Comparison	A1	70
23	White Lion Street	Artique	posters	Comparison	A1	86
	Walk	Moozar Ltd (Stall)	posters	Comparison	A1	8
64	Provision Market	David & Christine Scrutton	posters	Comparison	A1	8
1	St. Benedicts Street	Norwich Frame Workshop	posters	Comparison	A1	34
97	Upper St. Giles Street	Fabulous Frames	posters	Comparison	A1	56
51	St. Giles Street	Frames of Norwich	posters	Comparison	A1	122
70	Sussex Street	La Pittura Framing	posters	Comparison	A1	0
56	Pitt Street	Norwich Framing Centre	posters	Comparison	A1	90
121	Oak Street	Admiral Signs	Graphic artist or signmaker	Comparison	A1	0
60 -62	Pitt Street	Fitt Signs	Graphic artist or signmaker	Comparison	A1	112
140	Magpie Road	Norvic Signs	Graphic artist or signmaker	Comparison	A1	25
131 -133	King Street	Sign Language	Graphic artist or signmaker	Comparison	A1	0
103	Ber Street	Trinity Stained Glass	Graphic artist or signmaker	Comparison	A1	12
7 a	Castle Meadow	Maplins	Hi-fi and electrical (general)	Comparison	A1	345
22	Bedford Street	Bang and Olufsen	Hi-fi and electrical (general)	Comparison	A1	100
22 -23	Gentlemans Walk	Currys Digital	Hi-fi and electrical (general)	Comparison	A1	258
17	White Lion Street	Hughes Electrical	Hi-fi and electrical (general)	Comparison	A1	250
28 -29	Provision Market	S Walker / Walker Audio	Hi-fi and electrical (general)	Comparison	A1	16
U7b	Albion Way	Currys	Hi-fi and electrical (general)	Comparison	A1	2787
42 -44	St. Benedicts Street	Cash Converters	Hi-fi and electrical (general)	Comparison	A1	296
31	St. Benedicts Street	Norwich Sound Centre	Hi-fi and electrical (general)	Comparison	A1	40
24 -36	Rose Lane	Gerald Giles Hi-Fi Centre	Hi-fi and electrical (general)	Comparison	A1	133
60	Pottergate	Hedley & Ellis	Hi-fi and electrical (general)	Comparison	A1	383
85	Ber Street	Martins Hi-Fi & Home Cinema	Hi-fi and electrical (general)	Comparison	A1	56
29	St. Giles Street	Sevenoaks Sound and Vision	Hi-fi and electrical (general)	Comparison	A1	102
105	Gallery	White Lable	discs	Comparison	A1	16
21	Gentlemans Walk	HMV	discs	Comparison	A1	951
5	White Lion Street	Revolution Cds	discs	Comparison	A1	38
1	Walk	Virgin Megastore (LS1 Castle Mall)	discs	Comparison	A1	1209
8	Merchants Hall	HMV (MSU6 Chapelfield)	discs	Comparison	A1	467
44	Provision Market	E Jackson (Reggae Goods)	discs	Comparison	A1	7
36 -37	Provision Market	M Pell / Malcolm's Media Mine	discs	Comparison	A1	15
37 -39	St. Benedicts Street	Cash Converters	discs	Comparison	A1	130
5	St. Benedicts Street	Circular Sounds	discs	Comparison	A1	34
54	St. Benedicts Street	Press to Play	discs	Comparison	A1	46

28	St. Benedicts Street	SoundClash	discs	Comparison	A1	22
25 b	St. Giles Street	Prelude Records	discs	Comparison	A1	114
43-45	Pitt Street	Richer Sounds	discs	Comparison	A1	188
19	Finkelgate	Choices Video Rental	Videotape sale or hire	Comparison	A1	158
31	Exchange Street	Elkin Music	Musical instrument dealer	Comparison	A1	119
5	St. John Maddermarket	Gibson Music	Musical instrument dealer	Comparison	A1	31
19	St. Benedicts Street	A W Cooke and Son	Musical instrument dealer	Comparison	A1	150
34	St. Benedicts Street	Cookes Band Instruments	Musical instrument dealer	Comparison	A1	83
48	St. Benedicts Street	Jack White	Musical instrument dealer	Comparison	A1	183
2-4	St. Benedicts Street	Music Room	Musical instrument dealer	Comparison	A1	93
55	London Street	Broadland Music	Musical instrument dealer	Comparison	A1	56
121	Yard)	Norwich Drum Academy	Musical instrument dealer	Comparison	A1	50
17-19	St. Georges Street	St Georges Music Shop	Musical instrument dealer	Comparison	A1	60
136-137	Provision Market	Michael Monk	retail/repair	Comparison	A1	16
1	Fishmarket)	Brown and Payne	retail/repair	Comparison	B8	40
24-36	Rose Lane	Gerald Giles Electrical	retail/repair	Comparison	A1	152
69-75	Rose Lane	UK Fire International Ltd.	retail/repair	Comparison	B8	25
23	Exchange Street	Jarrolds Stationers	Office equipment	Comparison	A1	94
27	Exchange Street	Jarrolds Office Equipment	Office equipment	Comparison	A1	76
61	London Street	Ryman	Office equipment	Comparison	A1	150
123	Oak Street	Eastern Cash Registers (Cash Tills)	Office equipment	Comparison	A1	40
136	Magdalen Street	Projeny Computers	Computers and Peripherals	Comparison	A1	21
86	St. Benedicts Street	MG Computers	Computers and Peripherals	Comparison	A1	45
	Mountergate	Bite Systems (St. Faiths House)	Computers and Peripherals	Comparison	A1	0
4	Upper Goat Lane	Cyberselect	Computers and Peripherals	Comparison	A1	161
8	White Lion Street	Ink Box	Computer Software	Comparison	A1	30
3-4	Walk	Game Station (LU41-LU42)	Computer Software	Comparison	A1	176
135/140	Provision Market	P Westgate / OSG	Computer Software	Comparison	A1	16
22	Pottergate	Chips	Computer Software	Comparison	A1	97
155	Magdalen Street	Global Mobiles	accessories	Comparison	A1	28
14	Haymarket	Carphone Warehouse	accessories	Comparison	A1	35
25	Gentlemans Walk	Phones 4U	accessories	Comparison	A1	40
1	Royal Arcade	T Mobile	accessories	Comparison	A1	108
24	Haymarket	The Link (Dixons)	accessories	Comparison	A1	69
26	Gentlemans Walk	The Orange Shop	accessories	Comparison	A1	65
31-33	Castle Street	O2 (SU3)	accessories	Comparison	A1	184
63	Meadow Walk	Carphone Warehouse (UU28)	accessories	Comparison	A1	147
73	Meadow Walk	Phones 4U (UU22)	accessories	Comparison	A1	159
24	Walk	The Orange Shop (LU26)	accessories	Comparison	A1	106
47	Walk	Vodafone (LU07)	accessories	Comparison	A1	142
10	St. Stephens Street	Digital Phone Company	accessories	Comparison	A1	80
1	St. Stephens Street	Vodafone	accessories	Comparison	A1	110
30	Stephens Arcade	Carphone Warehouse (LG09 Chapelfield)	accessories	Comparison	A1	42
18	Stephens Arcade	O2 (LG29 Chapelfield)	accessories	Comparison	A1	105
24	Stephens Arcade	Phones 4U (LG01-3 Chapelfield)	accessories	Comparison	A1	51
35	Merchants Hall	Three Store (LG12 Chapelfield)	accessories	Comparison	A1	127
86-87	Provision Market	M Sexton / The Toolbox	DIY/hardware (general)	Comparison	A1	16
22	Exchange Street	Thorns	DIY/hardware (general)	Comparison	A1	504
19-21	Dove Street	Thorns	DIY/hardware (general)	Comparison	A1	63
134	Magdalen Street	Parasol Blinds	DIY/hardware (specialist)	Comparison	A1	38
58-59	Provision Market	Anthony Baker (Foam Rubber)	DIY/hardware (specialist)	Comparison	A1	15
134/141	Provision Market	D and B Cooper (Vacuum Cleaner Spares)	DIY/hardware (specialist)	Comparison	A1	16
61-67	St. Benedicts Street	A C Leigh & Co	DIY/hardware (specialist)	Comparison	A1	212
8	St. Benedicts Street	Norwich Sunblinds Ltd	DIY/hardware (specialist)	Comparison	A1	76
91	Oak Street	Brendon Tool Hire	DIY/hardware (specialist)	Comparison	A1	464
24	Cattle Market Street	Keller's Tools	DIY/hardware (specialist)	Comparison	A1	130
131-133	King Street	Lakeone UK Classic Finishes	DIY/hardware (specialist)	Comparison	A1	279
159 a	Oak Street	Mitchells Reclamation	DIY/hardware (specialist)	Comparison	A1	20
160-162	Oak Street	Mr Plastic	DIY/hardware (specialist)	Comparison	B8	0
148-152	Oak Street	Wood World Sheds and Garages	DIY/hardware (specialist)	Comparison	B8	0
67	Barrack Street	Mr Kerrison's Decorating Co Ltd	Decorating supplies	Comparison	A1	25
3-8	Orford Yard	Looses Homeware	kitchenware	Comparison	A1	511.5
10	Farmers Avenue	Glaze to Amaze	kitchenware	Comparison	A1	77
7	Back-of-the-Inns	Whittard Home	kitchenware	Comparison	A1	35
46	Merchants Hall	Professional Cookware (LG20a Chapelfield)	kitchenware	Comparison	A1	97
50-51	Provision Market	G D Block	kitchenware	Comparison	A1	16
7	St. Giles Street	Fired Earth	kitchenware	Comparison	A1	110
16-18	St. Stephens Street	Lakeland Limited	specialist)	Comparison	A1	397
151	Provision Market	Phillip Read / Amber Engraving	specialist)	Comparison	A1	8
14	Ber Street	Pots Direct / Worldwidedpots.com	specialist)	Comparison	A1	25
25-25a	St. Giles Street	Anglian Home Improvements	Double glazing showroom	Comparison	A1	165
31	Gentlemans Walk	The Works	Bookshop (general)	Comparison	A1	198
27-29	Gentlemans Walk	W H Smith	Bookshop (general)	Comparison	A1	957
11	Castle Street	Ottakars/Costa Coffee	Bookshop (general)	Comparison	A1	1729
21-24	Royal Arcade	Waterstones	Bookshop (general)	Comparison	A1	723
90	Meadow Walk	Bookworld (UU09)	Bookshop (general)	Comparison	A1	86
88	Meadow Walk	Publisher's Book Clearance(UU11)	Bookshop (general)	Comparison	A1	255
31-33	St. Stephens Street	W H Smith	Bookshop (general)	Comparison	A1	485
13	Merchants Hall	Borders & Starbucks (MSU7/8 Chapelfield)	Bookshop (general)	Comparison	A1	1791
138-139	Provision Market	J and R Ellis	Bookshop (general)	Comparison	A1	16

156	-157	Provision Market	J and R Ellis	Bookshop (general)	Comparison	A1	16
		Redwell Street	SPCK Bookshop / Café (former church)	Bookshop (general)	Comparison	A1	394
	1	Millennium Plain	Tourist Information Shop (Forum)	Bookshop (general)	Comparison	A1	550
	U2	Thorpe Station	W H Smith	Bookshop (general)	Comparison	A1	135
	34	St. Stephens Street	Stationery Box	(specialist/antiquarian)	Comparison	A1	168
	29	St. Benedicts Street	Abstract Sprocket	(specialist/antiquarian)	Comparison	A1	56
		Bagleys Court	Bookman	(specialist/antiquarian)	Comparison	A1	49
	2 b	Millennium Plain	BBC Shop	(specialist/antiquarian)	Comparison	A1	177
	68	Prince of Wales Road	CLC Bookshop	(specialist/antiquarian)	Comparison	A1	105
	2 a	Millennium Plain	Eastern Daily Press/Evening News	(specialist/antiquarian)	Comparison	A1	89
	113	Ber Street	Islamic Information Centre and Book Shop	(specialist/antiquarian)	Comparison	A1	477
	53	St. Giles Street	J R and R K Ellis	(specialist/antiquarian)	Comparison	A1	69
	8	Tombland	Tombland Bookshop	(specialist/antiquarian)	Comparison	A1	40
	5	Walk	Birthdays (LU40)	Cards and stationery	Comparison	A1	99
	43	Walk	Clinton Cards (LU11)	Cards and stationery	Comparison	A1	236
	87	Meadow Walk	Partners the Stationers (UU12)	Cards and stationery	Comparison	A1	273
	13	St. Stephens Street	Card Gifts	Cards and stationery	Comparison	A1	100
	6	St. Stephens Plain	Just Cards	Cards and stationery	Comparison	A1	61
	12 a	St. Stephens Street	Marks and Spencer (Cards and Gifts)	Cards and stationery	Comparison	A1	150
	38	Merchants Hall	Clinton Cards (LG15 Chapelfield)	Cards and stationery	Comparison	A1	322
	106 -107	Provision Market	R and H McLeish / 'Events'	Cards and stationery	Comparison	A1	16
	162 -163	Provision Market	R and S Harvey / Harvey's Cards	Cards and stationery	Comparison	A1	16
	152 -153	Provision Market	R B and S D Harvey / Harvey's Cards	Cards and stationery	Comparison	A1	16
	29	Elm Hill	Dormouse Bookshop	Cards and stationery	Comparison	A1	14
	122	Plain	Diva (MW6 Chapelfield)	Cards and stationery	Comparison	A1	84
	9	Westlegate	Jessops	goods	Comparison	A1	50
	12	Timberhill	London Camera Exchange (TU2 Castle Mall)	goods	Comparison	A1	124
	31	Merchants Hall	Jessops (LG10 Chapelfield)	goods	Comparison	A1	156
	22	Wensum Street	Philip Cameras	goods	Comparison	A1	0
	22	Lower Goat Lane	Capricorn Cameras	goods	Comparison	A1	25
	63	Colegate	Exposure Camera Service	goods	Comparison	A1	10
	7 -11	St. Augustines Street	Coleman Optometrists Ltd	(retail)	Comparison	A1	111
	23	Haymarket	Cecil C Amey	(retail)	Comparison	A1	14
	19	Castle Street	Dipple and Conway	(retail)	Comparison	A1	61
	4 c	Castle Street	Dollond and Aitchison	(retail)	Comparison	A1	85
	4 d	Castle Street	Optical Revolution	(retail)	Comparison	A1	90
	71	Meadow Walk	Vision Express (UU24)	(retail)	Comparison	A1	209
	11	Orford Hill	Julian Gunn Contact Lenses	(retail)	Comparison	A1	48
	9	Timberhill	Viking Optical Centre	(retail)	Comparison	A1	103
	111	Merchants Hall	Sunglass Hut (Kiosk LGK3 Chapelfield)	(retail)	Comparison	A1	13
	34 -36	London Street	Boots	Chemist - dispensing	Comparison	A1	504
	19	Walk	Boots (LS4 and LS7)	Chemist - dispensing	Comparison	A1	3373
	12	St. Stephens Street	Superdrug	Chemist - dispensing	Comparison	A1	252
	41	Merchants Hall	Boots (MSU3 Chapelfield)	Chemist - dispensing	Comparison	A1	1212
	U5	Albion Way	Boots	Chemist - dispensing	Comparison	A1	929
	1	Mandela Close	Lloyds Pharmacy	Chemist - dispensing	Comparison	A1	22
	36 -37	Walk	Superdrug (LU17-LU18)	Drugstore - non-dispensing	Comparison	A1	561
	63 -65	St. Stephens Street	Savers Drugstore	Drugstore - non-dispensing	Comparison	A1	296
	109	Merchants Hall	Superdrug (MSU12 Chapelfield)	Drugstore - non-dispensing	Comparison	A1	504
	30	Gentlemans Walk	Lush	Cosmetics and beauty aids	Comparison	A1	28
	8	Castle Street	Body Shop	Cosmetics and beauty aids	Comparison	A1	85
	62	Meadow Walk	Applewoods (UU29)	Cosmetics and beauty aids	Comparison	A1	128
	45	Walk	The Perfume Shop	Cosmetics and beauty aids	Comparison	A1	87
	27	Stephens Arcade	Perfume Shop (LG07 Chapelfield)	Cosmetics and beauty aids	Comparison	A1	38
	60	Provision Market	F & M Potter (Afro-Caribbean haircare)	Cosmetics and beauty aids	Comparison	A1	8
	11	Provision Market	Maxine Woods	Cosmetics and beauty aids	Comparison	A1	8
	26	Cattle Market Street	Charisma Health and Beauty salon	Cosmetics and beauty aids	Comparison	A1	36
	124	Plain	Crabtree & Evelyn (MW4 Chapelfield)	Cosmetics and beauty aids	Comparison	A1	41
	10	Plain	Infinity Nail and Beauty/Impact Hair	Cosmetics and beauty aids	Comparison	A1	112
	52	London Street	The Chinese Medicine Centre	Herbal/Alternative medicines	Comparison	A1	35
	3	Orford Place	GNC Live Well	Herbal/Alternative medicines	Comparison	A1	137
	22	Haymarket	Shizhen Chinese Medical Centre	Herbal/Alternative medicines	Comparison	A1	33
	15	Orford Place	Beijing Herbs and medicine (1st/2nd Fl)	Herbal/Alternative medicines	Comparison	D1	176.5
	95	Meadow Walk	Medic China (UU04)	Herbal/Alternative medicines	Comparison	A1	86
	26	Stephens Arcade	Herbs & Acupuncture (LG06 Chapelfield)	Herbal/Alternative medicines	Comparison	A1	19
	45	St. Benedicts Street	Spiritual Essence	Herbal/Alternative medicines	Comparison	A1	24
	26	Lower Goat Lane	Neals Yard Remedies	Herbal/Alternative medicines	Comparison	A1	24
	103	Gallery	A1 Car Accessories	Car spares and accessories	Comparison	A1	25
	165	King Street	Citroen Parts	Car spares and accessories	Comparison	A1	17
	130	King Street	City Tyres	Car spares and accessories	Comparison	SG	0
	124 -132	Ber Street	Hein Gericke	Car spares and accessories	Comparison	SG	390
	141 -143	Oak Street	Oak Street Steel Fabrication	Car spares and accessories	Comparison	B1	0
	161 a	Oak Street	PR Resprays	Car spares and accessories	Comparison	SG	0
	0	Westwick Street	Holden Saab	Car dealer	Comparison	SG	0
	38 -42	Duke Street	Michael Powles Ltd	Car dealer	Comparison	SG	0
	110 -112	Oak Street	Paul Simon Cars	Car dealer	Comparison	SG	0
		Carrow Road	Proton Cars	Car dealer	Comparison	SG	0
	0	Rouen Road	Richard Nash Nearly New Cars	Car dealer	Comparison	SG	0
	141	Oak Street	Tudor Cars	Car dealer	Comparison	SG	0
	41 -43	St. Augustines Street	Dave Barkshire Motorcycle Centre	dealer	Comparison	SG	88

125	Oak Street	Moonraker Motorcycles	dealer	Comparison	A1	0
63-67	Bethel Street	Pedal Revolution	dealer	Comparison	A1	180
40	London Street	Aleks Jewellers	Jeweller	Comparison	A1	166
21	Bedford Street	Aurum	Jeweller	Comparison	A1	130
2	Swan Lane	G H Dipple and Son	Jeweller	Comparison	A1	113
4 a	Exchange Street	Jack Barton and Daughters	Jeweller	Comparison	A1	24
4 b	Exchange Street	Louis Monroe	Jeweller	Comparison	A1	32
4 c	Exchange Street	Sonkai	Jeweller	Comparison	A1	22
7	Swan Lane	Stuart Robinson	Jeweller	Comparison	A1	40
29	London Street	W R Bullen	Jeweller	Comparison	A1	60
41-43	London Street	Winsor Bishop	Jeweller	Comparison	A1	130
3	Brigg Street	Ernest Jones	Jeweller	Comparison	A1	46
6	Brigg Street	Goldsmiths	Jeweller	Comparison	A1	84
14	Gentlemans Walk	H Samuel	Jeweller	Comparison	A1	160
	Guildhall Hill	Jewellery (Stall)	Jeweller	Comparison	A1	7
9	Royal Arcade	Abraxas	Jeweller	Comparison	A1	51
15	White Lion Street	James Alexander	Jeweller	Comparison	A1	25
7-8	Walk	F Hinds (LU38)	Jeweller	Comparison	A1	137
49	Walk	Warren James (LU05)	Jeweller	Comparison	A1	62
10	All Saints Green	Albrow & Sons Family Jewellers	Jeweller	Comparison	A1	30
55	St. Stephens Street	Warren James	Jeweller	Comparison	A1	160
112	Crescent	Beaverbrooks (UG16 Chapelfield)	Jeweller	Comparison	A1	82
5	Merchants Hall	Curazon (Kiosk)	Jeweller	Comparison	A1	6
9	Merchants Hall	H Samuel (LG24 Chapelfield)	Jeweller	Comparison	A1	161
126-127	Provision Market	M Walker / Rock Pop Collection Ltd	Jeweller	Comparison	A1	16
132-133	Provision Market	M Walker / Rock Pop Collection Ltd	Jeweller	Comparison	A1	16
142-143	Provision Market	M Walker / Rock Pop Collection Ltd	Jeweller	Comparison	A1	16
0 H3	Hay Hill	Matthew Cooper (Stall - Jewellery)	Jeweller	Comparison	A1	7
108-109	Provision Market	Peter Conoley	Jeweller	Comparison	A1	16
30	Elm Hill	Timgems	Jeweller	Comparison	A1	47
12	St. Gregory's Alley	C G Green and Son	Jeweller	Comparison	A1	15
33	St. Benedicts Street	Raphael Jewellers	Jeweller	Comparison	A1	31
24	Lower Goat Lane	Beaujangles	Jeweller	Comparison	A1	30
6	Lower Goat Lane	Nova Silver	Jeweller	Comparison	A1	76
20	Lower Goat Lane	Oswald Sebley	Jeweller	Comparison	A1	35
17	St. Giles Street	Thomas Tillet	Jeweller	Comparison	A1	50
12-13	Tombland	Tombland Jewellers and Silversmiths	Jeweller	Comparison	A1	46
47	Walk	Sunglass Hut Watch Station (stand)	accessories	Comparison	A1	7
	Walk	Tiempo Watches (Stall)	accessories	Comparison	A1	8
3	Merchants Hall	Eclipse (Soon to be Temptation) (LG21b)	accessories	Comparison	A1	11
36	Merchants Hall	Fraser Hart (LG13 Chapelfield)	accessories	Comparison	A1	107
43	Merchants Hall	Watch Hospital (LG18 Chapelfield)	accessories	Comparison	A1	15
170	Provision Market	C Black	accessories	Comparison	A1	8
185	Provision Market	C Black	accessories	Comparison	A1	8
9	Provision Market	I and N Woods	accessories	Comparison	A1	8
10-12	Provision Market	I and N Woods	accessories	Comparison	A1	22
188-190	Provision Market	I and N Woods	accessories	Comparison	A1	24
	Bagleys Court	The Repair Shop	accessories	Comparison	A1	24
109	Magdalen Street	J Carmichael	Sports goods	Comparison	A1	24
62-66	St. Augustines Street	Norwich Scuba Centre	Sports goods	Comparison	A1	150
2-8	Westlegate	JJB Sports	Sports goods	Comparison	A1	386
13	Bedford Street	Engravers World	Sports goods	Comparison	A1	69
2-4	Bridewell Alley	Heroes Fitness	Sports goods	Comparison	A1	67
15	London Street	Jarrold Pilch Sports	Sports goods	Comparison	A1	877
1	Bridewell Alley	Just Add Water	Sports goods	Comparison	A1	1040
3-4	Haymarket	JD Sports	Sports goods	Comparison	A1	465
91	Meadow Walk	On the Mall City (NCFU) (UU08)	Sports goods	Comparison	A1	87
89	Meadow Walk	Soccer World (UU10)	Sports goods	Comparison	A1	191
38	Walk	Sports Soccer (LU16)	Sports goods	Comparison	A1	198
8	Orford Hill	Darlows Gunsmiths	Sports goods	Comparison	A1	15
5	Orford Hill	Milletts	Sports goods	Comparison	A1	420
17	Westlegate	Venturesport	Sports goods	Comparison	A1	263
138	Merchants Hall	JD Sports (MSU14 Chapelfield)	Sports goods	Comparison	A1	530
4	Merchants Hall	Sports World (MSU5 Chapelfield)	Sports goods	Comparison	A1	1535
U1	Albion Way	JJB Sports	Sports goods	Comparison	A1	1394
94	St. Benedicts Street	Boats 'n' Bits	Sports goods	Comparison	A1	127
36	St. Benedicts Street	Skatewise	Sports goods	Comparison	A1	56
12	Dove Street	East Coast Surf	Sports goods	Comparison	A1	35
20	Pottergate	Hoopers Surplus	Sports goods	Comparison	A1	70
21	Lower Goat Lane	Revolutionz	Sports goods	Comparison	A1	60
62	London Street	Blacks	Sports goods	Comparison	A1	300
	Barrack Street	Greens Health and Fitness	Sports goods	Comparison	D2	0
27	London Street	Lockeys	Leather goods and luggage	Comparison	A1	78
72	Meadow Walk	Bags etc. (UU23)	Leather goods and luggage	Comparison	A1	115
0 H2	Hay Hill	A Mahoney (Stall - Bags and Belts)	Leather goods and luggage	Comparison	A1	7
18	Provision Market	Andrew Worman	Leather goods and luggage	Comparison	A1	8
13 22-3	Provision Market	Jane Spanton (3 Stalls) / Bags Plus	Leather goods and luggage	Comparison	A1	24
97-99	Provision Market	R Swinger	Leather goods and luggage	Comparison	A1	24
66	Provision Market	R.P. Bags / Mr Bags	Leather goods and luggage	Comparison	A1	8
67-69	Provision Market	R.P. Bags / Mr Bags	Leather goods and luggage	Comparison	A1	16

32	St. Benedicts Street	L'Darado	Leather goods and luggage	Comparison	A1	83
163	Magdalen Street	Clements of Norwich	sundries	Comparison	A1	14
34 -36	St. Augustines Street	Growsystems	sundries	Comparison	A1	65
53	London Street	Stevensons	sundries	Comparison	A1	31
	St. Stephens Street	Flower Stall (adj. Savers Drugstore)	sundries	Comparison	A1	7
168	Provision Market	Miriam Bowgen	sundries	Comparison	A1	8
186 -187	Provision Market	S and D Cary	sundries	Comparison	A1	16
88 -89	Provision Market	Y Pond / Pond's Flowers	sundries	Comparison	A1	15
51	St. Benedicts Street	Pick a Lily	sundries	Comparison	A1	34
64	Pitt Street	Chloris Florists	sundries	Comparison	A1	61
	Thorpe Station	Daily Stall - Station Flowers	sundries	Comparison	A1	8
	Plain	Elizabeth's the Florist (Kiosk)	sundries	Comparison	A1	10
148 -149	Provision Market	B J and J Silvester	Pet and/or pet food shop	Comparison	A1	16
166 -167	Provision Market	B J and J Silvester	Pet and/or pet food shop	Comparison	A1	16
12 -14	Exchange Street	Games Workshop	Toys and Games	Comparison	A1	41
1	Swan Lane	Lingards Games	Toys and Games	Comparison	A1	80
2 -4	Back-of-the-Inns	Game	Toys and Games	Comparison	A1	176
12 -14	Royal Arcade	Langleys	Toys and Games	Comparison	A1	200
33 -35	Walk	Early Learning Centre (LU20-21)	Toys and Games	Comparison	A1	560
17	St. Stephens Street	Game	Toys and Games	Comparison	A1	100
139	Merchants Hall	Bear Factory (UG03 Chapelfield)	Toys and Games	Comparison	A1	92
29 a	Elm Hill	The Games Room	Toys and Games	Comparison	A1	43
18	St. Benedicts Street	Space Station	Toys and Games	Comparison	A1	24
75 -95	Westwick Street	Toys R Us (Retail Park Unit A)	Toys and Games	Comparison	A1	3222
40	Cowgate	Anglia Toys	Toys and Games	Comparison	A1	70
24	Cattle Market Street	Dreams of Flight	Toys and Games	Comparison	A1	75
24	Pottergate	Toyz+gamez.com	Toys and Games	Comparison	A1	0
132	Magdalen Street	Daisy International Charity Shop	Secondhand and charity shop	Comparison	A1	115
140	Magdalen Street	Norfolk & Norwich Assoc for the Blind	Secondhand and charity shop	Comparison	A1	58
113 -117	Magdalen Street	Second Hand Land	Secondhand and charity shop	Comparison	A1	119
10	Queens Road	PAWS charity shop/info centre/	Secondhand and charity shop	Comparison	A1	80
4 -6	Queens Road	PDSA Charity Shop	Secondhand and charity shop	Comparison	A1	258
12	Queens Road	Relate Charity Shop	Secondhand and charity shop	Comparison	A1	80
10 a	Castle Meadow	Big C Appeal	Secondhand and charity shop	Comparison	A1	42
9 -11	Bedford Street	Oxfam	Secondhand and charity shop	Comparison	A1	120
45	Timberhill	Big C Appeal Shop	Secondhand and charity shop	Comparison	A1	48
52	St. Benedicts Street	Age Concern Norfolk	Secondhand and charity shop	Comparison	A1	83
15	Dove Street	FARA Romanian Charity Shop	Secondhand and charity shop	Comparison	A1	88
19	St. Giles Street	Oxfam	Secondhand and charity shop	Comparison	A1	75
9 -11	Lower Goat Lane	Salvation Army Gift Shop	Secondhand and charity shop	Comparison	A1	168
146	Magdalen Street	Longs Pledge Centre	Pawnbroker	Comparison	A1	45
681			Comparison floorspace			178,938
141 -143	Magdalen Street	Chilli Flame	Hairdresser (unisex)	Service	A1	35
21	St. Augustines Street	Trends	Hairdresser (unisex)	Service	A1	49
20	Westlegate	Casa Capelli (first floor)	Hairdresser (unisex)	Service	A1	110
23 -24	Weavers Lane	Mr. Patrick	Hairdresser (unisex)	Service	A1	25
20 a	Castle Meadow	Blonde	Hairdresser (unisex)	Service	A1	19
12	Castle Meadow	Brian Robert	Hairdresser (unisex)	Service	A1	48
5	Bridewell Alley	Natasha Reed	Hairdresser (unisex)	Service	A1	40
28	London Street	Nigel Alexandre/Pampers (1st floor)	Hairdresser (unisex)	Service	A1	180
22	Bridewell Alley	Pasha	Hairdresser (unisex)	Service	A1	92
46	London Street	Pettegolezzo (1st Floor)	Hairdresser (unisex)	Service	A1	40
53 b	London Street	Shears	Hairdresser (unisex)	Service	A1	30
52 a	London Street	Sprout	Hairdresser (unisex)	Service	A1	30
42	London Street	Toni and Guy	Hairdresser (unisex)	Service	A1	113
5	Labour in Vain Yard	Method Hair	Hairdresser (unisex)	Service	A1	60
31	Orford Place	Above the Fringe (first floor)	Hairdresser (unisex)	Service	A1	90
24	White Lion Street	Crop Shop (1st Floor)	Hairdresser (unisex)	Service	A1	137
8 a	Castle Street	Razors Edge Hair Studios	Hairdresser (unisex)	Service	A1	100
16 a	Royal Arcade	Transformer/Utopia Beauty Clinic	Hairdresser (unisex)	Service	A1	30
61	Meadow Walk	Super Cuts (UU30)	Hairdresser (unisex)	Service	A1	55
5	Orford Street	Arena Hair Studio (1st floor)	Hairdresser (unisex)	Service	A1	60
14	All Saints Green	Clever Dicks	Hairdresser (unisex)	Service	A1	50
8	Orford Hill	Hair by Tony	Hairdresser (unisex)	Service	A1	50
9 -10	Orford Hill	Max Giamello	Hairdresser (unisex)	Service	A1	236
85	Provision Market	P Zachariades / Zach's Barbers Shop	Hairdresser (unisex)	Service	A1	16
33 a	Exchange Street	Beyond the Fringe Hair and Beauty	Hairdresser (unisex)	Service	A1	60
3	St. John Maddermarket	Copperfields/Clip Art	Hairdresser (unisex)	Service	A1	31
16	Wensum Street	Headliners	Hairdresser (unisex)	Service	A1	24
25	St. Benedicts Street	Arcadia	Hairdresser (unisex)	Service	A1	21
6 a	St. Gregory's Alley	Bang	Hairdresser (unisex)	Service	A1	32
5	St. Gregory's Alley	Croppers	Hairdresser (unisex)	Service	A1	32
7	St. Benedicts Street	Diva	Hairdresser (unisex)	Service	A1	56
11 a	Pottergate	Craig Coates	Hairdresser (unisex)	Service	A1	58
9	St. Giles Street	Garners	Hairdresser (unisex)	Service	A1	70
11 a	St. Giles Street	Garners	Hairdresser (unisex)	Service	A1	31
4	Bagleys Court	Jamie Caston	Hairdresser (unisex)	Service	A1	10
	Court)	MANE	Hairdresser (unisex)	Service	A1	40
17	Lower Goat Lane	Orange	Hairdresser (unisex)	Service	A1	98

66	London Street	Toni & Guy	Hairdresser (unisex)	Service	A1	100
56	King Street	Da Vinci	Hairdresser (unisex)	Service	A1	50
4	St. Vedast Street	Enzo	Hairdresser (unisex)	Service	A1	37
145	Ber Street	Esquire Hair Studio	Hairdresser (unisex)	Service	A1	14
85	Prince of Wales Road	GTS	Hairdresser (unisex)	Service	A1	40
11	St. Stephens Road	Hair and Beauty Matters	Hairdresser (unisex)	Service	A1	25
17	Rose Lane	Hair Respect	Hairdresser (unisex)	Service	A1	80
40	St. Giles Street	Honky Tonks	Hairdresser (unisex)	Service	A1	58
19	Wherry Road	Image Hair Design	Hairdresser (unisex)	Service	A1	85
16	St. Andrews Street	Pinki and Perki	Hairdresser (unisex)	Service	A1	17
68	King Street	Shovelhead	Hairdresser (unisex)	Service	A1	69
51	Ber Street	The Green Room	Hairdresser (unisex)	Service	A1	50
114 a	King Street	The White Room	Hairdresser (unisex)	Service	A1	88
116	King Street	The White Room	Hairdresser (unisex)	Service	A1	90
83	Ber Street	Toni Giamello	Hairdresser (unisex)	Service	A1	28
50	St. Giles Street	Virtuoso Haircutters	Hairdresser (unisex)	Service	A1	50
57	St. Augustines Street	Bari	Hairdresser (mens)	Service	A1	21
75	St. Augustines Street	Studio Seventy Five	Hairdresser (mens)	Service	A1	40
26	Bridewell Alley	Bridewell Barber Shop	Hairdresser (mens)	Service	A1	21
15	White Lion Street	Hairdesign	Hairdresser (mens)	Service	A1	23
15	White Lion Street	Sue Loves (Budget Hairdesign)	Hairdresser (mens)	Service	A1	22
3	St. Benedicts Street	Gatsbys Barber Shop	Hairdresser (mens)	Service	A1	34
68 a	London Street	MacQuires	Hairdresser (mens)	Service	A1	170
23	St. Georges Street	Gents Hairdresser	Hairdresser (mens)	Service	A1	52
11	Tombland	Hiz-Hair	Hairdresser (mens)	Service	A1	30
73	Prince of Wales Road	Huckleberry's	Hairdresser (mens)	Service	A1	42
13	Red Lion Street	John Olivers	Hairdresser (ladies)	Service	A1	27
15	Wensum Street	Cutting Crew	Hairdresser (ladies)	Service	A1	33
30 b	Elm Hill	John Olivers	Hairdresser (ladies)	Service	A1	47
14	Pottergate	Roullas Head Masters	Hairdresser (ladies)	Service	A1	40
70 a	Prince of Wales Road	Delicate Hair and Nails	Hairdresser (ladies)	Service	A1	
33	Bishopgate	Vickies	Hairdresser (ladies)	Service	A1	69
126	Magdalen Street	Skin Attitude	care	Service	A1	22
68 -70	St. Augustines Street	Beyond Beauty	care	Service	A1	56
23 -25	St. Augustines Street	Styx Tattoo Studio	care	Service	D2	109
19 -25	Red Lion Street	Thai Well-Being (first/second floors)	care	Service	D1	310
1	York Alley	200 Watt Tanning	care	Service	A1	40
6	St. Andrews Hill	Trudi's Beauty Centre	care	Service	A1	38
5 a	Labour in Vain Yard	The Pilates Studio	care	Service	D1	60
1	Castle Meadow	The Sun Trap (1st floor)	care	Service	A1	10
23	Timberhill	Clinical Beauty	care	Service	A1	109
14	Timberhill	National Slimming and Cosmetic Centre	care	Service	B1	80
14	Timberhill	Timberhill Tanning (TU03 Castle Mall)	care	Service	A1	80
7	Timberhill	Timberhill Tips	care	Service	A1	22
132	Crescent	Osim (UG25 Chapelfield)	care	Service	A1	26
34	Exchange Street	Complementary Health Care Clinic	care	Service	D1	48
36	Exchange Street	Ritual Day Spa	care	Service	A1	77
26 a	Exchange Street	TAO Beauty Therapists	care	Service	D1	128
2 b	Lower Goat Lane	IN DI GO	care	Service	A1	0
2	Lower Goat Lane	La Cara Bonita	care	Service	D1	130
	Court)	The Lemon Tree	care	Service	A1	0
116	Prince of Wales Road	Crystal Tips	care	Service	A1	50
73 -75	Ber Street	Mind, Body & Soul/Heavenly Hands	care	Service	A1	56
11	Merchants Court	Perfection Skin Clinic	care	Service	A1	100
	Wherry Road	Snakehips	care	Service	A1	0
2 a	Castle Meadow	Johnsons	Dry cleaner	Service	A1	45
98	Prince of Wales Road	Premier Dry Cleaners	Dry cleaner	Service	A1	0
37	London Street	Timpson Shoe Repair	Shoe repairer	Service	A1	56
9	Castle Street	ESR Services	Shoe repairer	Service	A1	75
24	White Lion Street	ShoeCare	Shoe repairer	Service	A1	36
6 -7	Provision Market	G, S, S Reid	Shoe repairer	Service	A1	16
13 a	White Lion Street	Quick Stitch	Clothes care shop (other)	Service	A1	55
171 /184	Provision Market	Chris Pierce	Clothes care shop (other)	Service	A1	16
17 a	Rose Lane	The Sewing Room	Clothes care shop (other)	Service	A1	0
105	Magdalen Street	Cat and Fiddle	Public house	Service	A4	184
102	Magdalen Street	Queens Arms (Wardy's)	Public house	Service	A4	184
61	St. Augustines Street	Catherine Wheel	Public house	Service	A4	72
29	Bedford Street	Wild Man	Public house	Service	A4	0
	Hay Hill	Henry's	Public house	Service	A4	0
36 -37	Gentlemans Walk	Sir Garnet Wolseley	Public house	Service	A4	140
0	Old Post Office Court	Walnut Tree Shades	Public house	Service	A4	0
0	Orford Hill	Bell Hotel	Public house	Service	A4	675
2 -8	Timberhill	Gardeners Arms/Murderers Cafe Bar	Public house	Service	A4	233
2 -8	All Saints Green	Imagine Cocktail Bar/Mustard Lounge	Public house	Service	A4	221
1	St. John Maddermarket	Boltz	Public house	Service	A4	0
4	St. Andrews Street	St Andrews Tavern	Public house	Service	A4	0
1 -7	Wensum Street	Maids Head Hotel	Public house	Service	A4	0
24	Wensum Street	Ribs of Beef	Public house	Service	A4	138
12 -14	Wensum Street	The Lawyer	Public house	Service	A4	150
74 -78	St. Benedicts Street	Ten Bells	Public house	Service	A4	0

58	St. Benedicts Street	The Plough	Public house	Service	A4	170
23	Pottergate	Pottergate	Public house	Service	A4	0
1	St. Giles Street	Refreshers	Public house	Service	A4	170
7	Dove Street	Vine Tavern	Public house	Service	A4	0
17	Bishopgate	Adam and Eve	Public house	Service	A4	0
174	Ber Street	Berstrete Gates	Public house	Service	A4	90
101	Chapelfield Road	Champion	Public house	Service	A4	0
51	Bethel Street	Coach and Horses	Public house	Service	A4	208
9	St. Stephens Road	Coachmakers Arms PH	Public house	Service	A4	0
7	Tombland	Coles	Public house	Service	A4	0
120	Prince of Wales Road	Compleat Angler	Public house	Service	A4	140
41	St. Andrews Street	Delaneys Irish Bar	Public house	Service	A4	193
57	Colegate	Golden Star	Public house	Service	A4	0
16	Charing Cross	Hog in Armour (inc. Eat Well Caterers)	Public house	Service	A4	0
137	Ber Street	Horse and Dray	Public house	Service	A4	90
111 -119	Prince of Wales Road	Hotel Nelson	Public house	Service	A3	146
27	King Street	Kings	Public house	Service	A4	105
98	Bull Close Road	Leopard	Public house	Service	A4	0
6	(Riverside Leisure)	Lloyds No.1 Bar	Public house	Service	A4	1464
34	Magpie Road	Magpie	Public house	Service	A4	0
32	Colegate	Merchants of Colegate	Public house	Service	A3	0
92	Pottergate	Micawbers	Public house	Service	A4	0
52-58	St. Georges Street	Norwich Playhouse Bar	Public house	Service	A4	0
43	Cowgate	Plasterers Arms	Public house	Service	A4	0
8 -14	Prince of Wales Road	Prince of Wales	Public house	Service	A4	165
79	Bishopgate	Red Lion	Public house	Service	A4	0
0	Carrow Road	Scores	Public house	Service	A4	0
35	Sussex Street	Spread Eagle	Public house	Service	A4	0
39	Crown Road	Steam Packet	Public house	Service	A4	0
44 -46	Surrey Street	Surrey Tavern	Public house	Service	A4	65
25	Cattle Market Street	The Marquee at The Shirehall	Public house	Service	A4	216
6	Plain	Wig and Pen	Public house	Service	A4	0
9	Golden Ball Street	Woolpack	Public house	Service	A4	185
2	Muspole Street	Woolpack	Public house	Service	A4	0
7	Queen Street	Yates Wine Lodge	Public house	Service	A4	0
159	Magdalen Street	Progeny Online	café	Service	A1	39
37	St. Augustines Street	Broadband Internet Café	café	Service	A1	65
2	Queens Road	Battlenet Norwich (1st floor)	café	Service	A1	97
12	Farmers Avenue	Le Rouen Bar and Brasserie	café	Service	A4	178
1	Farmers Avenue	Owen's Cafe Bar	café	Service	A3	120
1	Old Post Office Yard	Bedfords Brasserie and Bar	café	Service	A4	0
11 -15	Timberhill	Castlegates	café	Service	A4	178
4	Orford Street	Owens	café	Service	A4	60
33	Exchange Street	No. 33 Café Bar	café	Service	A3	49
13	St. Benedicts Street	Comfortably Numb café bar	café	Service	A4	56
60 -62	St. Benedicts Street	Va Va Voom	café	Service	A3	84
7 -7a	Pottergate	The Belgian Monk	café	Service	A4	243
	Court)	The Wine Press	café	Service	A4	220
	Thorpe Station	Bonapartes Café Bar	café	Service	A3	96
1	Millennium Plain	Café Bar Marzano (Forum)	café	Service	A3	300
35	Prince of Wales Road	CAPE	café	Service	A3	30
1	Upper King Street	Ha Ha Bar	café	Service	A4	508
1	Queen Street	Indulge	café	Service	A4	338
22	Tombland	Kitchen & Bar at Erpingham House	café	Service	A4	106
	Netherconesford	New Mu Café Bar	café	Service	A3	0
5 b	(Riverside Leisure)	Norwegian Blue	café	Service	A4	465
6	Queen Street	Orgasmic	café	Service	A4	213
19	Upper King Street	Pitcher and Piano	café	Service	A4	0
82 -84	Prince of Wales Road	Rocco's Bar/Restaurant	café	Service	A4	292
2	Upper King Street	Slug and Lettuce	café	Service	A4	111
60 -62	Prince of Wales Road	Sonic	café	Service	A4	162
57	Prince of Wales Road	Spencer's	café	Service	A4	56
10	Elm Hill	The Crypt Coffee Bar	café	Service	A3	149
70 -74	St. Georges Street	The Last Wine Bar	café	Service	A4	240
9 b	Timberhill	Devils Advocate	Licenced Club	Service	D2	0
22 -24	Elm Hill	Strangers Club (Private)	Licenced Club	Service	D1	0
9	St. Gregory's Alley	Kier Hardie Hall	Licenced Club	Service	D2	0
13 b	Dove Street	Spearmint Rhino	Licenced Club	Service	SG	0
24 -26	Prince of Wales Road	Chicago Rock Café	Licenced Club	Service	A4	2334
1 b	(Riverside Leisure)	Lava/Ignite Nightclubs	Licenced Club	Service	D2	0
28	Prince of Wales Road	Liquid Nightclub	Licenced Club	Service	D2	0
90 -98	Prince of Wales Road	Mercy	Licenced Club	Service	D2	0
50	Prince of Wales Road	Optic	Licenced Club	Service	A4	90
21	Bank Plain	PooNaNas	Licenced Club	Service	A4	0
27 -28	Tombland	Reeds (private members club)	Licenced Club	Service	A4	0
78	Rose Lane	The Loft	Licenced Club	Service	A4	50
0	Oak Street	The Talk	Licenced Club	Service	A4	0
137 -141	King Street	The Waterfront/ATM Studios	Licenced Club	Service	D2	0
42	St. Augustines Street	Family Kebab House	takeaway	Service	A5	58
U2	Gallery	Burger King	takeaway	Service	A3	64

107	Row	Creperie Bretonne (TU10/Unit4)	takeaway	Service	A3	43
U4	Gallery	Fat Jackets	takeaway	Service	A3	46
	Gallery	Shared Food Court Seating Area	takeaway	Service	A3	875
U3	Gallery	Singapore Sams (Temporary Closure)	takeaway	Service	A3	60
204	Terrace	Druckers (FFC1 Chapelfield)	takeaway	Service	A1	168
205	Terrace	KFC (FFC2 Chapelfield)	takeaway	Service	A3	173
206	Terrace	McDonalds (FFC3 Chapelfield)	takeaway	Service	A3	230
207	Terrace	Pizza Hut (FFC4 Chapelfield)	takeaway	Service	A3	209
210	Terrace	Singapore Sam (FFC6 Chapelfield)	takeaway	Service	A3	224
208	Terrace	Spud U Like (FFC5 Chapelfield)	takeaway	Service	A3	85
48	London Street	Costa Coffee	takeaway	Service	A3	63
20	Bridewell Alley	Simply Scrumptious	takeaway	Service	A3	47
8 a	Guildhall Hill	Garden Café	takeaway	Service	A3	46
18	Haymarket	McDonalds	takeaway	Service	A3	150
4 a	Brigg Street	Three Ways Restaurant	takeaway	Service	A3	96
17 -27	Orford Place	Pizza Hut	takeaway	Service	A3	200
1	Castle Meadow	The Gourmet Grill	takeaway	Service	A3	10
1	All Saints Street	Figaro	takeaway	Service	A3	197
4	Lobster Lane	Steers American Diner	takeaway	Service	A3	0
40	Elm Hill	Olives Café and Takeaway	takeaway	Service	A3	130
27	Wensum Street	UK Best Pizza and Kebab	takeaway	Service	A5	60
15	St. Benedicts Street	Pizza Express	takeaway	Service	A3	206
38 -40	St. Benedicts Street	The Bengal Spice	takeaway	Service	A3	162
103	Chapelfield Road	Subway	takeaway	Service	A1	88
44	King Street	Caspian Kebab and Pizza	takeaway	Service	A5	107
5 -6	Eastbourne Place	Dominos Pizzas	takeaway	Service	A5	42
15	Rose Lane	Ephesus Café	takeaway	Service	A3	80
112 -114	Prince of Wales Road	KFC	takeaway	Service	A5	116
17	Prince of Wales Road	Krasadis Taverna	takeaway	Service	A3	0
72	Prince of Wales Road	Oriental Gourmet Restaurant	takeaway	Service	A3	56
1	Millennium Plain	Pizza Express (Forum)	takeaway	Service	A3	300
3 a	(Riverside Leisure)	Pizza Hut	takeaway	Service	A3	462
19	Prince of Wales Road	Prince of India	takeaway	Service	A3	0
21 -23	Prince of Wales Road	Tastebuds	takeaway	Service	A3	102
20	Prince of Wales Road	Thai Dragon	takeaway	Service	A3	109
69 -71	Prince of Wales Road	The Best Kebab and Pizza	takeaway	Service	A5	110
6	St. Vedast Street	UK Pizza Palour	takeaway	Service	A5	25
214 /216	Queens Road	USA Fried Chicken & Pizzas	takeaway	Service	A5	18
0	Barrack Street	Waterside Zaks	takeaway	Service	A3	0
3	Red Lion Street	Bella Italia	service	Service	A3	201
0	Orford Yard	Cafe Morello	service	Service	A3	0
20	Westlegate	Casaccio's Café/Restaurant	service	Service	A3	110
21 -23	Red Lion Street	Nando's	service	Service	A3	179
8 a	Queens Road	Lucky Star	service	Service	A3	0
70	St. Stephens Street	The Restaurant (within Co-op)	service	Service	A3	251
4	Opie Street	Sugar Hut	service	Service	A3	56
115 -117	Row	Auberge (TU13/14/15/Unit 5)	service	Service	A3	718
8 -10	Exchange Street	Bella Italia	service	Service	A3	655
4	Exchange Street	Captain America's	service	Service	A3	0
8 -10	St. Andrews Hill	FizzBuzz.Com	service	Service	A4	0
2 a	Exchange Street	Le Bistro (1st floor)	service	Service	A3	200
24	Bridewell Alley	Thai - Lanna Restaurant	service	Service	A3	52
4 a	Guildhall Hill	The Library	service	Service	A3	217.9
43	Timberhill	Bombay Restaurant	service	Service	A3	93
11 -15a	Timberhill	Malaysian Deights	service	Service	A3	0
8	Orford Hill	Siam Bangkok Restaurant	service	Service	A3	91
25	St. John Maddermarket	Anglia Crime Team	service	Service	B1	0
16 -20	Exchange Street	Bar Tapas	service	Service	A3	136
29	Exchange Street	Cafe Rouge	service	Service	A3	362
8	Wensum Street	Spice Lounge	service	Service	A3	120
9 -13	Wensum Street	The Glass House	service	Service	A4	139
26	St. Benedicts Street	Don Pepe	service	Service	A3	83
11	St. Benedicts Street	Pinocchios Restaurant	service	Service	A3	83
9	St. Benedicts Street	St Benedicts Restaurant	service	Service	A3	83
10	St. Gregory's Alley	Sweet Chilli	service	Service	A3	83
17	St. Benedicts Street	Tom Yum Goong	service	Service	A3	56
68 -70	St. Benedicts Street	Umberto's	service	Service	A3	96
79	Upper St. Giles Street	Adlards	service	Service	A3	92
82	Upper St. Giles Street	Lam Thai	service	Service	A3	0
3	Bagleys Court	Bagleys Barn	service	Service	A3	0
6	Pottergate	Barneys at Bagleys Barn	service	Service	A3	67
14 -16	Lower Goat Lane	Mambo Jambos	service	Service	A3	250
4	Lower Goat Lane	The Copper Kettle	service	Service	A3	0
66	London Street	Casablanca Restaurant (1st Floor)	service	Service	A3	169
68	London Street	Stones	service	Service	A3	0
118	Plain	Wagamama (MW9 Chapelfield)	service	Service	A3	0
16	Prince of Wales Road	AhSo	service	Service	A3	0
81 a	Prince of Wales Road	Bamboo Noodle Bar	service	Service	A3	103
4 a	(Riverside Leisure)	Brannigans	service	Service	A4	601
25 -29	St. Georges Street	By Appointment	service	Service	A3	114

15 -17	St. Georges Street	Café Parisien	service	Service	A3	60
2 -3	Tombland	Caffe Uno	service	Service	A3	435
	Carrow Road	Delias Restaurant and Bar	service	Service	A3	0
2	Elm Hill	Elm Hill Brasserie	service	Service	A3	46
63 -67	Prince of Wales Road	Fatsos	service	Service	A3	90
42	King Street	Femi's Restaurant	service	Service	A3	94
2	(Riverside Leisure)	Frankie and Benny's	service	Service	A3	354
29	Tombland	Ha Ha Bar (see Upper King Street)	service	Service	A4	155
22 a	Prince of Wales Road	Hong Kong Chinese Restaurant	service	Service	A3	180
52	St. Giles Street	Italia Nostra	service	Service	A3	77
0	Riverside	Jun Shen	service	Service	A3	0
24	Tombland	La Tasca	service	Service	A3	125
30 -32	St. Giles Street	Loch Fyne Fish Restaurant	service	Service	A3	780
25	Ber Street	Marmaris	service	Service	A3	72
7 b	(Riverside Leisure)	Nando's	service	Service	A3	190
7 a	(Riverside Leisure)	Old Orleans	service	Service	A3	594
0	Chapelfield Gardens	Pedro's Mexican Restaurant	service	Service	A3	0
15	Prince of Wales Road	Raj Villa	service	Service	A3	127
4 c	(Riverside Leisure)	Riverbank	service	Service	A3	328
6	Tombland	Shiki	service	Service	A3	0
5 a	(Riverside Leisure)	Squares	service	Service	A4	641
17	Tombland	Take 5	service	Service	A3	0
21	Tombland	Tatlers	service	Service	A3	143
58	Bethel Street	The Alibi	service	Service	A4	0
25	Prince of Wales Road	The Med	service	Service	A3	45
39	St. Giles Street	The Waffle House	service	Service	A3	70
119	Plain	Tootsie's (MW10 Chapelfield)	service	Service	A3	239
20	Princes Street	Trattoria Rustica	service	Service	A3	0
25 -25a	Tombland	Zizzi	service	Service	A3	125
34 -35	Gentlemans Walk	Baguette Express	Hot food takeaway only	Service	A5	56
92 -93	Provision Market	Mu Lan	Hot food takeaway only	Service	A5	160
80	Provision Market	N Arthurton	Hot food takeaway only	Service	A5	8
81	Provision Market	Sarah Fitzjohn (Hog Roast)	Hot food takeaway only	Service	A5	8
	Hay Hill	Top Dog (Stall)	Hot food takeaway only	Service	A5	0
19	Wensum Street	Pizza Go Go	Hot food takeaway only	Service	A5	17
	Atrium)	Baracca	Hot food takeaway only	Service	A5	2
23 a	Prince of Wales Road	Curry to Go	Hot food takeaway only	Service	A5	50
55	Prince of Wales Road	Grecco Pizzas & Kebab	Hot food takeaway only	Service	A5	56
120	Plain	Mackintosh's Canteen (MW11 Chapelfield)	Hot food takeaway only	Service	A5	201
43	Prince of Wales Road	Mama's Pizzas	Hot food takeaway only	Service	A5	60
87	Prince of Wales Road	Master Chef	Hot food takeaway only	Service	A5	138
74	Prince of Wales Road	Morleys Takeaway	Hot food takeaway only	Service	A5	33
33	Prince of Wales Road	Norwich Kebab and Pizza House 2	Hot food takeaway only	Service	A5	0
61	Prince of Wales Road	Olive Tree	Hot food takeaway only	Service	A5	24
52	Prince of Wales Road	Tava Cuisine	Hot food takeaway only	Service	A5	74
15	St. Stephens Road	The Good Food Indian Takeaway	Hot food takeaway only	Service	A5	0
35	Cattle Market Street	Topkapi Kebab House	Hot food takeaway only	Service	A5	18
28	Cattle Market Street	Vegeland	Hot food takeaway only	Service	A5	40
121	Magdalen Street	Rumbles Café and Fish Bar	Fish and chip shop	Service	A5	119
94 -95	Provision Market	R and B Butcher / Ron's Fish & Chips	Fish and chip shop	Service	A5	15
61	Provision Market	S North (Chip Stall)	Fish and chip shop	Service	A5	7
114	Provision Market	Stephen Howes (Chip stall)	Fish and chip shop	Service	A5	7
28	Lower Goat Lane	Grosvenor Fish Bar	Fish and chip shop	Service	A5	23
123	Ber Street	Pic-Nic's Fish and Chips	Fish and chip shop	Service	A5	18
145	Magdalen Street	The Street Café	takeaway	Service	A3	40
147	Magdalen Street	The Street Café	takeaway	Service	A3	75
27	St. Augustines Street	Café Vyborg	takeaway	Service	A3	25
7	Surrey Street	Café Java	takeaway	Service	A3	125
202	Terrace	Costa (FFC8 Chapelfield)	takeaway	Service	A3	133
203	Terrace	Garfunkels (FFC7 Chapelfield)	takeaway	Service	A1	262
209	Terrace	Morris (FFC5a Chapelfield)	takeaway	Service	A1	80
5	Swan Lane	Logans	takeaway	Service	A3	50
8	Bridewell Alley	O'Brien's	takeaway	Service	A1	23
20	Gentlemans Walk	Café Nero	takeaway	Service	A1	120
	Guildhall Hill	Caleys Tea Rooms	takeaway	Service	A3	190
11	Haymarket	Pret A Manger	takeaway	Service	A1	620
19 -20	Haymarket	Starbucks	takeaway	Service	A1	219
21	Haymarket	West Cornwall Pasty Company	takeaway	Service	A3	42
18	White Lion Street	Bakers Oven	takeaway	Service	A3	140
31	Orford Place	Bramptons	takeaway	Service	A1	90
33	Orford Place	Chopsti Noodle bar	takeaway	Service	A5	91
10	White Lion Street	Costa Coffee	takeaway	Service	A3	126
2	Castle Meadow	Delice Patisserie	takeaway	Service	A1	69
18 -19	Royal Arcade	Marmalades	takeaway	Service	A3	449
12 a	White Lion Street	Togos	takeaway	Service	A1	43
51	Walk	Auntie Anne's	takeaway	Service	A1	29
77	Meadow Walk	BB's Coffee and Muffins (UU18)	takeaway	Service	A3	92
50	Walk	Millies Cookies (LU04)	takeaway	Service	A1	27
	Meadow Walk	Millie's Cookies (Stall)	takeaway	Service	A1	8
52	Walk	Subway	takeaway	Service	A1	25

	Walk	Zumie Juice Bar	takeaway	Service	A1	
5	Orford Street	Caffe Italia	takeaway	Service	A1	60
7	St. Stephens Street	O'Brien's Irish Sandwich Bar	takeaway	Service	A1	139
57	St. Stephens Street	The Bakers Oven	takeaway	Service	A1	150
34	Merchants Hall	BB's (LGC1 Chapelfield)	takeaway	Service	A1	89
22	Stephens Arcade	Gourmet Joe's (LG34/35 Chapelfield)	takeaway	Service	A1	24
29	Stephens Arcade	Millies Cookies (LG08a Chapelfield)	takeaway	Service	A1	17
115	Provision Market	Anita Adcock / The Mushy Pea Stall	takeaway	Service	A3	8
121	Provision Market	B Hale	takeaway	Service	A3	8
52-53	Provision Market	D Groom/I Burgess (Coffee and Snacks)	takeaway	Service	A3	16
120	Provision Market	G Taylor	takeaway	Service	A3	8
74-75	Provision Market	N Arthurton	takeaway	Service	A3	16
96	Provision Market	P & K Claxton / Ruby's Teas	takeaway	Service	A3	8
100-101	Provision Market	R Lovett	takeaway	Service	A3	16
54-55	Provision Market	Z Lovett (Refreshments)	takeaway	Service	A3	16
1	Brazen Gate	J Sainsbury (Coffee Shop)	takeaway	Service	A1	743
23	St. John Maddermarket	Slurp	takeaway	Service	A1	49
9	Elm Hill	Britons Arms Coffee House	takeaway	Service	A3	50
4-5	Wrights Court	The Tea House	takeaway	Service	A1	43
46	St. Benedicts Street	Rumbling Tum	takeaway	Service	A1	42
91	Upper St. Giles Street	Ninety One	takeaway	Service	A1	72
19	Lower Goat Lane	Finnie's Juice Bar	takeaway	Service	A1	14
9	Pottergate	Pottergate Pantry	takeaway	Service	A1	13
21	Pottergate	Togos	takeaway	Service	A1	31
67	London Street	Caffé Latte	takeaway	Service	A3	102
66	Prince of Wales Road	Baguettes Plus	takeaway	Service	A3	83
69	Duke Street	Café 67	takeaway	Service	A1	36
36	St. Giles Street	Catherine's Coffee Lounge	takeaway	Service	A3	0
10	Tombland	Crocodile Snack Bar	takeaway	Service	A1	30
2	Ber Street	Express Kebab & Pizza	takeaway	Service	A5	30
12	St. Georges Street	Expresso Coffee/Sandwich Bar	takeaway	Service	A1	33
65	King Street	King Community Church Café	takeaway	Service	A1	5
146	King Street	King Street Café	takeaway	Service	A3	34
78-80	Prince of Wales Road	Piggies	takeaway	Service	A1	106
0	Station	Refresh Express	takeaway	Service	A1	15
U1	Thorpe Station	The Pasty Co	takeaway	Service	A5	109
141-143	Ber Street	The T Lounge	takeaway	Service	A1	100
0	Agricultural Hall Plain	VaVaVoom (next to Anglia)	takeaway	Service	A5	7
27	Cattle Market Street	Your Choice	takeaway	Service	A1	56
211	Terrace	Ben & Jerry's (FFC9 Chapelfield)	Ice cream parlour	Service	A1	36
42	Merchants Hall	Swirl It Icecream (LG17 Chapelfield)	Ice cream parlour	Service	A1	15
8	Provision Market	Chris Coughlan	Ice cream parlour	Service	A1	8
	Hay Hill	Dairyland (Kiosk)	Ice cream parlour	Service	A1	7
132	King Street	1st Stop Body Shop	fitting	Service	SG	0
4	Fishmarket)	Alan Evan Engineering	fitting	Service	SG	20
120 A	King Street	John Utting Motor Engineers	fitting	Service	SG	389
108-110	Prince of Wales Road	Kwik Fit	fitting	Service	SG	1026
141 a	King Street	NDB Autos	fitting	Service	SG	0
141	Oak Street	Oak Street Car Spares	fitting	Service	SG	0
141	Oak Street	The Screendoctor's Windscreen Plus	fitting	Service	SG	0
22	Rose Lane	Jet Service Station	Petrol filling station	Service	SG	15
151-161	Queens Road	Sainsbury Service Station	Petrol filling station	Service	SG	37
70	Prince of Wales Road	Beeline and Dolphin Taxis	service	Service	SG	44
43	Prince of Wales Road	Five Star Taxis (1st Floor)	service	Service	SG	0
6	Ber Street	Kestral Taxis	service	Service	SG	10
34 a	Cattle Market Street	Loyal Taxis	service	Service	SG	20
93	Oak Street	Norwich Limousine Services	service	Service	A2	0
11 a	Castle Meadow	BSM	Motoring school	Service	A2	77
5-7	Red Lion Street	Barclays Bank	Bank	Service	A2	0
11	Red Lion Street	Nationwide	Bank	Service	A2	33
18	London Street	HSBC	Bank	Service	A2	204
45-51	London Street	National Westminster Bank	Bank	Service	A2	0
12	Gentlemans Walk	Halifax	Bank	Service	A2	523
16	Gentlemans Walk	Lloyds TSB	Bank	Service	A2	0
	Orford Hill	Abbey (Bell Hotel GF/2nd Floor)	Bank	Service	A2	231
28	St. Stephens Street	Alliance and Leicester	Bank	Service	A2	0
24-26	St. Stephens Street	Halifax	Bank	Service	A2	390
1	Surrey Street	National Westminster Bank	Bank	Service	A2	0
19	St. Stephens Street	Woolwich	Bank	Service	A2	134
78-80	Upper St. Giles Street	Barclays Bank	Bank	Service	A2	0
69	London Street	Co-operative Bank	Bank	Service	A2	0
59	London Street	Nationwide	Bank	Service	A2	116
57	London Street	Woolwich	Bank	Service	A2	65
2	Surrey Street	Lloyds TSB	Bank	Service	A2	0
103-105	Prince of Wales Road	National Westminster Bank	Bank	Service	A2	150
3-5	Queen Street	Royal Bank of Scotland	Bank	Service	A2	0
15-17	Red Lion Street	Chelsea Building Society	Building society	Service	A2	0
7 b	Castle Meadow	Bradford and Bingley Building Society	Building society	Service	A2	0
46	London Street	Skipton Building Society	Building society	Service	A2	0
9	Guildhall Hill	Cheltenham and Gloucester	Building society	Service	A2	168

6-7	Guildhall Hill	Leeds and Holbeck Building Society	Building society	Service	A2	101
4 b	Castle Street	Northern Rock Building Society	Building society	Service	A2	113
6	Walk	Norwich and Peterborough B Soc (LU39)	Building society	Service	A2	194
7	Westlegate	Britannia Building Society	Building society	Service	A2	63
19	Stephens Arcade	Norwich & Peterborough BS (LG30)	Building society	Service	A2	69
8 a	Castle Meadow	Money Shop (Western Union)	Financial service	Service	A2	109
2	Benedicts St.	Hillsdown Holdings PLC	Financial service	Service	B1	0
5	Benedicts St.	Willis	Financial service	Service	B1	0
56/58	London Street	Barratt and Cooke	Financial service	Service	A2	0
5	Opie Street	Barratt and Cooke	Financial service	Service	A2	0
47-49	Prince of Wales Road	Beneficial Finance	Financial service	Service	A2	170
5 a	Charing Cross	Breckland Insurance Services	Financial service	Service	A2	0
100	Prince of Wales Road	Budget Home and Motor Insurance	Financial service	Service	B1	130
37	Prince of Wales Road	Crystal Clear Financial Solutions	Financial service	Service	A2	30
17	Charing Cross	Edward Jones Investments	Financial service	Service	A2	65
45	Prince of Wales Road	Endsleigh	Financial service	Service	A2	121
52	Colegate	Financial Futures	Financial service	Service	A2	173
47-49	Colegate	Handelsbanken	Financial service	Service	B1	0
1	Prince of Wales Road	Hays Montrose	Financial service	Service	B1	1589
51	Colegate	Howes Percival/Garnham Partnership	Financial service	Service	B1	0
1	Prince of Wales Road	Lucas Fettes and Partners	Financial service	Service	A2	1589
9	Charing Cross	Mancroft Insurance Services/Eurobrit	Financial service	Service	A2	0
31	Prince of Wales Road	Mansbrook Brosche - insurance (1st fl)	Financial service	Service	B1	20
9 C	Bank Plain	Money Works UK	Financial service	Service	A2	112
9 B	Bank Plain	Mortgage Bureau	Financial service	Service	A2	0
1	Prince of Wales Road	NFU Mutual and Avon Insurance (2nd floor	Financial service	Service	B1	2127
31	Prince of Wales Road	Norwich & Peterborough	Financial service	Service	A2	0
9	Princes Street	O A Chapman and Son	Financial service	Service	B1	0
30	Cattle Market Street	Oracle Financial Services	Financial service	Service	A2	0
84	St. Benedicts Street	Pacific Ltd	Financial service	Service	A2	410
18	Princes Street	Roger Hopkins Chartered Accountant	Financial service	Service	B1	0
30	Prince of Wales Road	Tailored Solutions	Financial service	Service	A2	48
59	Prince of Wales Road	The Mortgage People	Financial service	Service	A2	30
37	St. Augustines Street	Billings	agency	Service	A2	99
69-73	St. Augustines Street	Wensum Property Management	agency	Service	A2	156
28-30	St. Andrews Street	Howards	agency	Service	A2	58
41-43	Exchange Street	Hawkins Countrywide	agency	Service	A2	205
21	St. John Maddermarket	Northwood Residential	agency	Service	A2	42
40	Exchange Street	The Property Shop (unauthorised A2 use?)	agency	Service	A2	46
47 a	St. Benedicts Street	Spanish Properties	agency	Service	A2	29
1	Bank Plain	Watsons	agency	Service	A2	0
11	Upper King Street	Abbots Country Houses	agency	Service	A2	0
12-14	Queen Street	Abbots	agency	Service	A2	0
25-27	Surrey Street	Aldridge Lansdell	agency	Service	A2	42
34	Prince of Wales Road	Arnolds	agency	Service	A2	25
36	Prince of Wales Road	Arnolds	agency	Service	A2	0
1-1a	Charing Cross	Belvoir Lettings	agency	Service	A2	30
16	Upper King Street	Bidwells	agency	Service	A2	0
8-10	Queen Street	Brown and Co	agency	Service	B1	0
6	Upper King Street	City and County Estate Agents	agency	Service	A2	0
37 a	St. Andrews Street	Elliotts	agency	Service	A2	198
27	St. Andrews Street	Fine and Country	agency	Service	A2	47
8-10	Upper King Street	FPDSavills	agency	Service	A2	0
32-34	Prince of Wales Road	Gilson Bailey	agency	Service	A2	174
18	Queen Street	Haart	agency	Service	A2	0
	Wherry Road	Howards Estate Agents	agency	Service	A2	0
5	Charing Cross	Howards Property Management	agency	Service	A2	34
4	Tombland	Hunberts Estate Agents	agency	Service	A2	0
2	Redwell Street	Jackson Stops and Staff	agency	Service	A2	232
14	St. Georges Street	JSM Property Management	agency	Service	A2	33
13	Upper King Street	Keys Estate Agents	agency	Service	A2	0
41	King Street	Kings Property Management	agency	Service	A2	0
1	Rose Lane	Kings Property Management	agency	Service	A2	0
35	St. Giles Street	Knight Benjamin	agency	Service	A2	97
35 a	St. Giles Street	Knight Benjamin	agency	Service	A2	51
116 118b	Prince of Wales Road	Link Up	agency	Service	A2	51
9	Bank Plain	Mills Knight	agency	Service	A2	0
3	Charing Cross	Noble	agency	Service	A2	130
7	Charing Cross	Norfolk Property Management Services	agency	Service	A2	34
2	Prince of Wales Road	Potter and Co	agency	Service	A2	50
4	Ber Street	Pymm and Co	agency	Service	A2	25
2	Duke Street	Robin Steggles	agency	Service	A2	47
118 a	Prince of Wales Road	Sapey and Co	agency	Service	A2	48
12	Upper King Street	Shipmans	agency	Service	A2	0
11	Bank Plain	Spicer McColl	agency	Service	A2	65
25	Charing Cross	Steggles Lerner	agency	Service	A2	0
4	Upper King Street	Strutt and Parker	agency	Service	A2	163
12	Bank Street	Temples	agency	Service	A2	58
23	St. Andrews Street	Tops Estate Agents	agency	Service	B1	61
15	Princes Street	TOPS Property Services	agency	Service	A2	0

5	Bank Plain	William H Brown	agency	Service	A2	0
2 a	Upper King Street	Your Move	agency	Service	A2	0
44 -48	St. Augustines Street	Red Cross Society	Professional service (other)	Service	D1	50
20 b	Castle Meadow	Castle Personnel	Professional service (other)	Service	A2	126
7 C	Castle Meadow	Hays Recruitment Service	Professional service (other)	Service	A2	0
7 d	Castle Meadow	Norcas	Professional service (other)	Service	A2	0
20 d	Castle Meadow	Tony Hayden and Associates	Professional service (other)	Service	A2	63
100	Gallery	Mall Management	Professional service (other)	Service	B1	50
	Theatre Street	VACANT (Blackburn House)	Professional service (other)	Service	B1	819.2
3	St. Andrews Hill	Charles Stanley Solicitors	Professional service (other)	Service	B1	0
48 a	London Street	Kelly Recruitment	Professional service (other)	Service	A2	50
8	Bridewell Alley	Riaza Languages (first floor)	Professional service (other)	Service	A2	0
12 -14	Exchange Street	Select	Professional service (other)	Service	A2	0
14	Bridewell Alley	VACANT (1st floor)?	Professional service (other)	Service	B1	41
1 -3	Dove Street	Brook Street Bureau (first floor)	Professional service (other)	Service	A2	101
1 -2	Labour in Vain Yard	Iceni Development Ltd	Professional service (other)	Service	B1	0
5	Orford Place	Reed's	Professional service (other)	Service	A2	126
10	Castle Street	StaffCall	Professional service (other)	Service	B1	139
12	All Saints Green	The Personnel People	Professional service (other)	Service	A2	0
3 a	St. Stephens Street	Adecco Employment Agency	Professional service (other)	Service	A2	0
11 -15	Rampant Horse Street	City Living	Professional service (other)	Service	A2	250
7	St. John Maddermarket	(Office uses - Norfolk House)	Professional service (other)	Service	B1	0
17 -19	St. John Maddermarket	Charing Cross Centre	Professional service (other)	Service	D1	255
15	St. John Maddermarket	Council Tax Office(Norwich City Council)	Professional service (other)	Service	A2	0
25	St. John Maddermarket	Partridge and Wilson	Professional service (other)	Service	B1	0
1	Lobster Lane	Recruit Direct	Professional service (other)	Service	A2	0
5 a	Benedicts St.	International Recycling Limited	Professional service (other)	Service	B1	0
8 a	Benedicts St.	MO Interactive	Professional service (other)	Service	B1	0
1	Benedicts St	NDI Insurance Brokers	Professional service (other)	Service	A2	37
5 b	Benedicts St.	Spire Logistics LLP	Professional service (other)	Service	B1	0
6	Benedicts St.	Supply Chain Systems Ltd	Professional service (other)	Service	B1	0
4	Benedicts St.	The Point Organisation	Professional service (other)	Service	B1	0
7 -8	Benedicts St.	Wild & Co	Professional service (other)	Service	B1	121
1	Giles Street	Kiss Marketing	Professional service (other)	Service	B1	0
2	Giles Street	NILE	Professional service (other)	Service	B1	0
2 a	Lower Goat Lane	Asperger East Anglia	Professional service (other)	Service	B1	0
1 a	St. Giles Street	Asperger East Anglia	Professional service (other)	Service	B1	0
	Bagleys Court	Better Healthcare Services	Professional service (other)	Service	A2	49
18 a	Lower Goat Lane	Blue Arrow Personnel Services	Professional service (other)	Service	A2	0
26	Pottergate	ICS	Professional service (other)	Service	D1	0
11	Lower Goat Lane	Number 11 (1st floor - counselling)	Professional service (other)	Service	D1	0
1	Upper Goat Lane	Special Needs Enterprises Training	Professional service (other)	Service	D1	56
72 b	London Street	Cooper Lomas Recruitment	Professional service (other)	Service	A2	0
3	Opie Street	Cozens Hardy and Jewson	Professional service (other)	Service	B1	0
72 a	London Street	Office Angels	Professional service (other)	Service	A2	0
61	London Street	Reed Accountancy Personnel Recruitment	Professional service (other)	Service	A2	0
19	Princes Street	Allan Rutherford (Solicitor)	Professional service (other)	Service	B1	0
10 /11	Tombland	Almen & Woodcock	Professional service (other)	Service	B1	0
95	King Street	Andrew R Gibbs (RIBA)	Professional service (other)	Service	B1	77
11	Charing Cross	Anglia Design Assoc	Professional service (other)	Service	B1	0
35 a	Prince of Wales Road	Beckford & Co	Professional service (other)	Service	B1	0
38	Cattle Market Street	Belmores Solicitors	Professional service (other)	Service	B1	0
40	Crown Road	Belmores Solicitors	Professional service (other)	Service	B1	70
46	King Street	Belmores Solicitors	Professional service (other)	Service	B1	20
16	Queen Street	Birketts Solicitors	Professional service (other)	Service	A2	0
40 -42	Surrey Street	Birks Bailie	Professional service (other)	Service	B1	125
23	Charing Cross	Brad Brook Consulting	Professional service (other)	Service	A2	38
20	St. John Maddermarket	Bridges (Counselling Centre)	Professional service (other)	Service	D2	127
100 -104	St. Benedicts Street	Broadland Housing Association	Professional service (other)	Service	B1	0
7 b	Upper King Street	Business Banking	Professional service (other)	Service	B1	0
29 -31	King Street	Cable & Wireless	Professional service (other)	Service	B1	2072
2 -16	Colegate	CAFCAS (St. Clements House)	Professional service (other)	Service	B1	0
26	Tombland	Cambridge House (Hansells Solicitors)	Professional service (other)	Service	A2	680
7	Upper Goat Lane	Caps and Tenancy Support	Professional service (other)	Service	A2	0
5 -7	St. Vedast Street	Citizens Advice Bureau	Professional service (other)	Service	B1	261
16	Princes Street	Cole & Co.	Professional service (other)	Service	B1	225
23	Tombland	Cole and Co	Professional service (other)	Service	B1	258
38	Surrey Street	Contract Personnel	Professional service (other)	Service	A2	41
11 -13	Prince of Wales Road	DVLA Norwich Office	Professional service (other)	Service	B1	1434
70 -72	Rose Lane	East Anglia Bangladesh Islamic Centre	Professional service (other)	Service	B1	15
64	King Street	Elkiko Model Management	Professional service (other)	Service	B1	17
5 B	Tombland	English Language School	Professional service (other)	Service	D1	0
17 -23b	Ber Street	ETT Marcoms	Professional service (other)	Service	B1	0
13 -15	St. Georges Street	Euroculture (office use)	Professional service (other)	Service	B1	52
36 a	St. Giles Street	Fairfields Solicitors	Professional service (other)	Service	B1	0
5 A	Tombland	Flying Classroom	Professional service (other)	Service	D1	0
19	Bank Plain	Fosters	Professional service (other)	Service	B1	0
17 -19	St. Georges Street	Fox Murphy (Marketing Communic'ns)	Professional service (other)	Service	B1	0
56	Surrey Street	Franchise Development Services	Professional service (other)	Service	B1	300
12 C	Bank Street	Francis Darrah Surveyors	Professional service (other)	Service	B1	0

4	Tombland	Gibbs Bonner Minns	Professional service (other)	Service	B1	0
44	Prince of Wales Road	Greenland Houchen and Co	Professional service (other)	Service	B1	240
38-40	Prince of Wales Road	Greenland Houchen and Co - solicitors	Professional service (other)	Service	B1	40
4	Theatre Street	Hatch Brenner Solicitors	Professional service (other)	Service	B1	0
7	Princes Street	Howard Pollok and Webb	Professional service (other)	Service	B1	0
2 a	Elm Hill	Hugh Ferrier - Chartered Surveyor	Professional service (other)	Service	A2	0
35	Crown Road	Hydro Projects	Professional service (other)	Service	B1	0
4 a	Princes Street	Ian Thembum	Professional service (other)	Service	B1	0
7 c	Upper King Street	Inland Revenue	Professional service (other)	Service	B1	0
2-4	Queen Street	Jark Recruitment / Nevis Healthcare	Professional service (other)	Service	A2	0
33-34	Crown Road	John Utton Chartered Surveyors	Professional service (other)	Service	B1	0
19	Charing Cross	Lambert Pugh (Solicitors)	Professional service (other)	Service	A2	0
15	Upper King Street	Larking Gowen Chartered Accountants	Professional service (other)	Service	B1	0
28	Tombland	Leathes Prior Corporate	Professional service (other)	Service	B1	0
12 B	Bank Street	Leisure Recruit	Professional service (other)	Service	A2	0
102-104	Prince of Wales Road	Lovewell Blake - accountants	Professional service (other)	Service	B1	0
62	King Street	Magdalene Group	Professional service (other)	Service	B1	17
97	Oak Street	Merry Maids	Professional service (other)	Service	A2	35
15	Charing Cross	Milkovics & Co Solicitors	Professional service (other)	Service	B1	66
18	Prince of Wales Road	Morgan Jones & Pett	Professional service (other)	Service	B1	212
14	Bank Street	Norwich Buddhist Centre	Professional service (other)	Service	D1	154
6	Upper Goat Lane	Norwich Enterprise Agency Trust (NEAT)	Professional service (other)	Service	A2	743
58/60	King Street	Norwich Preservation Trust	Professional service (other)	Service	B1	45
113 a	Ber Street	Norwich Wing Tsun Martial Arts School	Professional service (other)	Service	D2	0
85	Mountergate	NPS Property Consultants (Scandic Hous)	Professional service (other)	Service	A2	63
4 C	Tombland	NWES	Professional service (other)	Service	B1	0
2-16	Colegate	O.P.S.I. (St. Clements House)	Professional service (other)	Service	B1	0
55	Colegate	Ortona	Professional service (other)	Service	B1	98
3-5	Upper King Street	Overbury Solicitors	Professional service (other)	Service	B1	0
7 a	Upper King Street	Overburys Solicitors	Professional service (other)	Service	B1	0
71-75	Barrack Street	Paws Veterinary Centre	Professional service (other)	Service	D1	450
7 e	Upper King Street	Pearson Professional Centres	Professional service (other)	Service	B1	0
16	Bank Street	Positive Selection/IT Recruitment	Professional service (other)	Service	A2	0
3	Colegate	Purcell Miller and Tritton	Professional service (other)	Service	B1	0
12 d	Bank Street	Relief Drivers	Professional service (other)	Service	A2	0
4 a	Theatre Street	Richard F Fowle	Professional service (other)	Service	B1	0
2	Millennium Plain	Screen East	Professional service (other)	Service	B1	0
8-10	Bank Street	Service Service	Professional service (other)	Service	A2	279
189	King Street	Skill City	Professional service (other)	Service	B1	0
97 c	Oak Street	St Edmunds Finanace	Professional service (other)	Service	A2	25
97 b	Oak Street	Stedfina	Professional service (other)	Service	A2	35
68 d	King Street, Swan Yard	The Burrell Partnership	Professional service (other)	Service	B1	60
47-49	St. Giles Street	The English Experience	Professional service (other)	Service	D1	466
29-35	St. Andrews Street	The Enterprise Partnership etc.	Professional service (other)	Service	B1	2860
125	Ber Street	The Families (Advice Centre)	Professional service (other)	Service	D1	452
2	Millennium Plain	The Forum Trust	Professional service (other)	Service	B1	0
61	King Street	The Magdalene Group	Professional service (other)	Service	B1	0
7 d	Upper King Street	Thomson Prometric Testing Centre	Professional service (other)	Service	B1	0
25	St. Andrews Street	Turton	Professional service (other)	Service	A2	66
2	Millennium Plain	VisitNorwich	Professional service (other)	Service	B1	0
4	Princes Street	Walker	Professional service (other)	Service	B1	0
24-25	Castle Meadow	Trailfinders	Travel agent	Service	A1	100
54	London Street	STA Travel	Travel agent	Service	A1	33
15	Bedford Street	The Travel Centre/Travel Canada	Travel agent	Service	A1	150
14	London Street	Thomas Cook	Travel agent	Service	A1	150
2-4	Brigg Street	Going Places	Travel agent	Service	A1	130
3 a	Brigg Street	Thomson	Travel agent	Service	A1	46
7 a	Castle Street	Travelcare	Travel agent	Service	A1	75
3	Castle Meadow	Chenery Travel (CM4 Castle Mall)	Travel agent	Service	A1	24
93-94	Meadow Walk	First Choice (JU05-UU06)	Travel agent	Service	A1	299
48	Walk	Harvey World Travel (LU06)	Travel agent	Service	A1	112
60	Meadow Walk	Norwich Airport Travel (UU31)	Travel agent	Service	A1	99
21	Walk	Thomson (LU29)	Travel agent	Service	A1	112
15	St. Stephens Street	Thomas Cook	Travel agent	Service	A1	58
U2	Albion Way	Going Places Megastore	Travel agent	Service	A1	886
	Carrow Road	Norwich City Travel	Travel agent	Service	A1	0
U8	Thorpe Station	One Customer Service	Concert/theatre ticket agent	Service	A1	18
0	Old Post Office Court	Norwich Gaming Centre	Amusement centre or arcade	Service	SG	0
75	Prince of Wales Road	Magic City	Amusement centre or arcade	Service	D2	180
17-19	St. Stephens Road	Quasar Elite	Amusement centre or arcade	Service	SG	0
84-85	Meadow Walk	Castle Mall Main Post Office (UU15/14)	Main post office	Service	A1	237
20	Castle Meadow	Paxon and Thomas	Optician	Service	D1	126
1	Haymarket	Optical Express	Optician	Service	A1	200
9	White Lion Street	Specsavers	Optician	Service	A1	80
1-3	Timberhill	Moss and Leakey (inc 7 Orford Hill)	Optician	Service	A1	173
10 a	Wensum Street	D R Grey	Optician	Service	A1	57
87	Upper St. Giles Street	Tillett Adams	Optician	Service	D1	33
53	St. Augustines Street	David English Dental Practice	Other medical service	Service	D1	21
6	Opie Street	The Hearing Company	Other medical service	Service	A1	56
6	Orford Street	Feelingood (first floor)	Other medical service	Service	D1	97

9 b	Orford Hill	Orford Hill Dental Surgery	Other medical service	Service	D1	0
9	St. John Maddermarket	Amplivox Ultratones	Other medical service	Service	A1	51
11	St. Giles Street	Hidden Hearing Ltd	Other medical service	Service	A1	31
11	Pottergate	Norwich Dental Implant Centre (Suite 2)	Other medical service	Service	D1	63
20	Lower Goat Lane	The Shiatsu Centre	Other medical service	Service	D1	35
11	Pottergate	Treetops Dental Practice (Suite 1)	Other medical service	Service	D1	0
38	Ber Street	Better Hearing	Other medical service	Service	A1	52
40	Ber Street	Better Hearing	Other medical service	Service	A1	50
22 /24	Colegate	Bure Centre	Other medical service	Service	D1	140
10 -12	Cathedral Street	Cathedral Street Dental Practice	Other medical service	Service	D1	0
13	Charing Cross	Charing Cross Dental Practice	Other medical service	Service	D1	71
29	Prince of Wales Road	Chiropractice Health Centre	Other medical service	Service	A1	113
64	Bethel Street	Elements of Health	Other medical service	Service	D1	60
9 -11	Upper Goat Lane	Guildhall Dental Practice	Other medical service	Service	D1	0
244	Queens Road	Impact	Other medical service	Service	D1	214
69	Barrack Street	Kerrison's Footcare	Other medical service	Service	D1	25
8	Ber Street	Lighterlife	Other medical service	Service	B1	22
70 -80	Oak Street	Lincolne Sutton and Wood	Other medical service	Service	B1	0
10	Princes Street	Norfolk Fertility Clinic	Other medical service	Service	D1	0
73 -75	Ber Street	Norwich Mind	Other medical service	Service	D1	56
26	Princes Street	Pottergate Centre for Disociation&Trauma	Other medical service	Service	D1	0
0	Agricultural Hall Plain	SOS Base and First Aid Post	Other medical service	Service	D1	7
42	Prince of Wales Road	Turner and Fletcher (Dental Surgery)	Other medical service	Service	D1	0
7	White Lion Street	Bet Fred	Betting Office	Service	A2	44
15	White Lion Street	Ladbrokes	Betting Office	Service	A2	123
9 -11	Dove Street	Ladbrokes	Betting Office	Service	A2	83
70 /72	London Street	Ladbrokes	Betting Office	Service	A2	132
53	Prince of Wales Road	Coral	Betting Office	Service	A2	80
122	Ber Street	Ladbrokes	Betting Office	Service	A2	36
67	Ber Street	Minuteman Press	DTP bureau	Service	A1	30
27	Prince of Wales Road	Picking Pack (Service Point)	DTP bureau	Service	A1	70
7 -13	Rose Lane	Printing.com	DTP bureau	Service	A1	85
64	Prince of Wales Road	Pronta Print	DTP bureau	Service	A1	36
57 -61	Pitt Street	Gem Morris Printing	General printer	Service	B1	298
75 -78	Pottergate	Thorndick & Dawson Ltd	General printer	Service	B1	0
5	St. Augustines Street	Portraits - The Studio	development service	Service	A1	40
13 a	Castle Meadow	Barrett and Coe of Castle Meadow	development service	Service	A1	77
114	Plain	Venture Portraits (TU05/Unit 6)	development service	Service	A1	239
3	St. Stephens Street	Jessops	development service	Service	A1	46
23	Stephens Arcade	Nick Catling Photography (LG36 Chapelfd)	development service	Service	A1	7
25	St. John Maddermarket	Steven Beaumont	development service	Service	B1	0
17 -23a	Ber Street	Access Telemarketing	IT/multimedia)	Service	B1	171
17 -23c	Ber Street	affinitynewmedia.com	IT/multimedia)	Service	B1	0
1	Millennium Plain	BBC Radio Norfolk (Forum)	IT/multimedia)	Service	D2	0
45	Colegate	Broadland FM/Classic Gold Digital	IT/multimedia)	Service	B1	0
91	Oak Street	Clearsky Media	IT/multimedia)	Service	B1	29
19	Upper King Street	Conquest Business Media	IT/multimedia)	Service	B1	694
31	Cattle Market Street	Format Design Publishing	IT/multimedia)	Service	B1	250
70 -72	King Street	Office	IT/multimedia)	Service	B1	34
93	Oak Street	George Bush Funeral Home	Funeral director/Undertaker	Service	A1	0
	727		Service Floorspace			75,354
149	Magdalen Street	VACANT	Vacant to let or for sale	Vacant	A1	35
165	Magdalen Street	VACANT	Vacant to let or for sale	Vacant	A2	21
32	St. Augustines Street	VACANT	Vacant to let or for sale	Vacant	A1	30
50	St. Augustines Street	VACANT	Vacant to let or for sale	Vacant	A1	28
63 -65	St. Augustines Street	VACANT	Vacant to let or for sale	Vacant	SG	50
67	St. Augustines Street	VACANT	Vacant to let or for sale	Vacant	A1	69
17 -19	Castle Meadow	VACANT	Vacant to let or for sale	Vacant	A2	147
7	Castle Meadow	VACANT (SU5 Castle House)	Vacant to let or for sale	Vacant	A1	490
U1	Gallery	VACANT	Vacant to let or for sale	Vacant	A3	126
U5	Gallery	VACANT	Vacant to let or for sale	Vacant	A3	70
104	Gallery	VACANT	Vacant to let or for sale	Vacant	A1	24
19 -19a	Bedford Street	VACANT	Vacant to let or for sale	Vacant	A1	115
16	Bridewell Alley	VACANT	Vacant to let or for sale	Vacant	A1	36
6	Exchange Street	VACANT	Vacant to let or for sale	Vacant	A1	64
8	Exchange Street	VACANT	Vacant to let or for sale	Vacant	A1	139
33	London Street	VACANT	Vacant to let or for sale	Vacant	A1	113
18	Bedford Street	VACANT (ex Alley Katz)	Vacant to let or for sale	Vacant	A4	178
39	Gentlemans Walk	VACANT	Vacant to let or for sale	Vacant	A1	33
39 a	Gentlemans Walk	VACANT	Vacant to let or for sale	Vacant	A1	89
2	Rampant Horse Street	VACANT	Vacant to let or for sale	Vacant	A1	232
2	Dove Street	VACANT (Chamberlin House Offices)	Vacant to let or for sale	Vacant	B1	650
11	Back-of-the-Inns	VACANT	Vacant to let or for sale	Vacant	A1	86
5	Castle Street	VACANT	Vacant to let or for sale	Vacant	A1	80
1	White Lion Street	VACANT	Vacant to let or for sale	Vacant	A1	153
12	White Lion Street	VACANT	Vacant to let or for sale	Vacant	A1	76
44	Walk	VACANT (LU09-LU10)	Vacant to let or for sale	Vacant	A1	174
9 -10	Walk	VACANT (LU36/37)	Vacant to let or for sale	Vacant	A1	246
96	Meadow Walk	VACANT (UU01-UU03)	Vacant to let or for sale	Vacant	A1	345

76	Meadow Walk	VACANT (UU19)	Vacant to let or for sale	Vacant	A1	83
10	Timberhill	VACANT	Vacant to let or for sale	Vacant	A1	27
3	Westlegate	VACANT	Vacant to let or for sale	Vacant	A1	63
15	Westlegate	VACANT	Vacant to let or for sale	Vacant	A1	56
5	Orford Hill	VACANT (Bell Hotel 1st floor)	Vacant to let or for sale	Vacant	A2	222
14 -16	St. Stephens Street	VACANT	Vacant to let or for sale	Vacant	A1	787
45	Merchants Hall	VACANT (LG19 Chapelfield)	Vacant to let or for sale	Vacant	A1	142
44	Merchants Hall	VACANT (LG20 Chapelfield)	Vacant to let or for sale	Vacant	A1	175
76	Provision Market	VACANT	Vacant to let or for sale	Vacant	A1	8
35 -37	Exchange Street	VACANT	Vacant to let or for sale	Vacant	B1	289
21	Wensum Street	VACANT	Vacant to let or for sale	Vacant	A1	34
22 a	Wensum Street	VACANT	Vacant to let or for sale	Vacant	A2	17
30	St. Benedicts Street	VACANT	Vacant to let or for sale	Vacant	A1	92
55	St. Benedicts Street	VACANT	Vacant to let or for sale	Vacant	A2	71
55 -57	St. Benedicts Street	VACANT	Vacant to let or for sale	Vacant	A2	104
90	Upper St. Giles Street	VACANT	Vacant to let or for sale	Vacant	A1	67
15	Pigg Lane	VACANT	Vacant to let or for sale	Vacant	B1	23
13 -17	Bank Plain	VACANT	Vacant to let or for sale	Vacant	A1	120
84 -104	Ber Street	VACANT	Vacant to let or for sale	Vacant	SG	230
106	Ber Street	VACANT	Vacant to let or for sale	Vacant	SG	557.8
108 -120	Ber Street	VACANT	Vacant to let or for sale	Vacant	SG	1461
147 -153	Ber Street	VACANT	Vacant to let or for sale	Vacant	SG	257
2	Cathedral Street	VACANT	Vacant to let or for sale	Vacant	A3	40
29	Cattle Market Street	VACANT	Vacant to let or for sale	Vacant	A1	62
21	Charing Cross	VACANT	Vacant to let or for sale	Vacant	A1	11
2	Magpie Road	VACANT	Vacant to let or for sale	Vacant	B1	0
	Atrium)	VACANT	Vacant to let or for sale	Vacant	B1	873
5 -6	Fishmarket)	VACANT	Vacant to let or for sale	Vacant	B8	40
7	Fishmarket)	VACANT	Vacant to let or for sale	Vacant	B8	20
164	Oak Street	VACANT	Vacant to let or for sale	Vacant	SG	0
47 -51	Pitt Street	VACANT	Vacant to let or for sale	Vacant	A1	262
53 -55	Pitt Street	VACANT	Vacant to let or for sale	Vacant	B1	200
27 a	Prince of Wales Road	VACANT	Vacant to let or for sale	Vacant	A2	70
32 -34	Prince of Wales Road	VACANT	Vacant to let or for sale	Vacant	A2	57.44
48	Prince of Wales Road	VACANT	Vacant to let or for sale	Vacant	A2	48
54 -56	Prince of Wales Road	VACANT	Vacant to let or for sale	Vacant	A2	144
101	Prince of Wales Road	VACANT	Vacant to let or for sale	Vacant	A1	600
3	Rose Lane	VACANT	Vacant to let or for sale	Vacant	B1	34
40	Rose Lane	VACANT	Vacant to let or for sale	Vacant	D1	15
64 -68	Rose Lane	VACANT	Vacant to let or for sale	Vacant	B1	170
15 -16	Tombland	VACANT	Vacant to let or for sale	Vacant	SG	0
77 -79	Barrack Street	VACANT (ex Burrage)	Vacant to let or for sale	Vacant	A5	120
73	Oak Street	VACANT (ex Old White Lion)	Vacant to let or for sale	Vacant	A4	163
95 -101	Ber Street	VACANT (ex R O Clark)	Vacant to let or for sale	Vacant	SG	0
125	Plain	VACANT (MW3 Chapelfield)	Vacant to let or for sale	Vacant	A1	160
36	Ber Street	VACANT (new unit)	Vacant to let or for sale	Vacant	A1	46
42	Ber Street	VACANT (new unit)	Vacant to let or for sale	Vacant	A1	51
	Wherry Road	VACANT (new unit)	Vacant to let or for sale	Vacant	A1	0
21	Rose Lane	VACANT (Nightclub)	Vacant to let or for sale	Vacant	D2	0
78	Prince of Wales Road	VACANT (office to let)	Vacant to let or for sale	Vacant	B1	162.6
32 -33	Cattle Market Street	VACANT (Office)	Vacant to let or for sale	Vacant	A2	20
9	Rose Lane	VACANT (Office)	Vacant to let or for sale	Vacant	A2	60
64	Prince of Wales Road	VACANT	Vacant to let or for sale	Vacant	A2	163
111	Magdalen Street	VACANT	Vacant without agents board	Vacant	A3	17
118	Magdalen Street	VACANT	Vacant without agents board	Vacant	A1	49
124	Magdalen Street	VACANT	Vacant without agents board	Vacant	A1	22
157	Magdalen Street	VACANT	Vacant without agents board	Vacant	A1	31
13	St. Augustines Street	VACANT	Vacant without agents board	Vacant	A1	56
17	St. Augustines Street	VACANT	Vacant without agents board	Vacant	A1	31
19	St. Augustines Street	VACANT	Vacant without agents board	Vacant	A1	36
29	St. Augustines Street	VACANT	Vacant without agents board	Vacant	A2	42
33	St. Augustines Street	VACANT	Vacant without agents board	Vacant	A1	90
59	St. Augustines Street	VACANT	Vacant without agents board	Vacant	A1	14
14 -18	Westlegate	VACANT (Ex McDonalds)	Vacant without agents board	Vacant	A3	335
2	Queens Road	VACANT	Vacant without agents board	Vacant	A1	306
16 a	Castle Meadow	VACANT	Vacant without agents board	Vacant	A1	24
101 -102	Gallery	VACANT (K1)	Vacant without agents board	Vacant	A1	37
110 -111	Row	VACANT (TU08-09/Unit 2)	Vacant without agents board	Vacant	A3	139
112 -113	Row	VACANT (TU12/Unit 6)	Vacant without agents board	Vacant	A1	102
10 -12	Bridewell Alley	VACANT	Vacant without agents board	Vacant	A1	78
18 -18a	Bridewell Alley	VACANT	Vacant without agents board	Vacant	A1	30
1	Brigg Street	VACANT	Vacant without agents board	Vacant	A1	280
10	Davey Place	VACANT	Vacant without agents board	Vacant	A1	55
3	Royal Arcade	VACANT	Vacant without agents board	Vacant	A1	47
5	Royal Arcade	VACANT	Vacant without agents board	Vacant	A1	50
3	White Lion Street	VACANT	Vacant without agents board	Vacant	A1	56
24	White Lion Street	VACANT	Vacant without agents board	Vacant	A1	63
	Walk	VACANT (Stall)	Vacant without agents board	Vacant	A1	8
75	Meadow Walk	VACANT (UU20)	Vacant without agents board	Vacant	A1	83
57	Meadow Walk	VACANT (UU33)	Vacant without agents board	Vacant	A3	224

	Walk	VACANT Cosmetics (Stall)	Vacant without agents board	Vacant	A1	8
32	St. Stephens Street	VACANT	Vacant without agents board	Vacant	A3	260
36-38	St. Stephens Street	VACANT	Vacant without agents board	Vacant	A2	56
40	Merchants Hall	VACANT (MSU2 Chapelfield)	Vacant without agents board	Vacant	A1	239
146	Merchants Hall	VACANT (UG11 Chapelfield)	Vacant without agents board	Vacant	A1	0
19	Provision Market	VACANT	Vacant without agents board	Vacant	A1	8
65	Provision Market	VACANT	Vacant without agents board	Vacant	A1	8
169	Provision Market	VACANT	Vacant without agents board	Vacant	A1	8
172	Provision Market	VACANT	Vacant without agents board	Vacant	A1	8
17	Wensum Street	VACANT	Vacant without agents board	Vacant	A1	38
20	Wensum Street	VACANT	Vacant without agents board	Vacant	A1	17
23	Wensum Street	VACANT	Vacant without agents board	Vacant	A1	29
25	Wensum Street	VACANT	Vacant without agents board	Vacant	A1	18
	Elm Hill	VACANT (former church)	Vacant without agents board	Vacant	A1	186
64	St. Benedicts Street	VACANT	Vacant without agents board	Vacant	A1	49
76	Upper St. Giles Street	VACANT	Vacant without agents board	Vacant	A1	34
88	Upper St. Giles Street	VACANT	Vacant without agents board	Vacant	A1	17
95 a	Upper St. Giles Street	VACANT	Vacant without agents board	Vacant	A1	27
13 a	Dove Street	VACANT	Vacant without agents board	Vacant	A1	139
12 a	Pottergate	VACANT	Vacant without agents board	Vacant	A1	21
7	Bank Plain	VACANT	Vacant without agents board	Vacant	A2	0
60-70	Ber Street	VACANT	Vacant without agents board	Vacant	A1	170
81	Ber Street	VACANT	Vacant without agents board	Vacant	A1	21
54	Bethel Street	VACANT	Vacant without agents board	Vacant	A1	70
56	Bethel Street	VACANT	Vacant without agents board	Vacant	A1	34
60	Bethel Street	VACANT	Vacant without agents board	Vacant	A1	100
17	Colegate	VACANT	Vacant without agents board	Vacant	A1	50
34	Duke Street	VACANT	Vacant without agents board	Vacant	B1	0
4	Eastbourne Place	VACANT	Vacant without agents board	Vacant	A2	22
52-54	King Street	VACANT	Vacant without agents board	Vacant	A1	114
125-129	King Street	VACANT	Vacant without agents board	Vacant	A1	1120
140	King Street	VACANT	Vacant without agents board	Vacant	SG	100
150-162	King Street	VACANT	Vacant without agents board	Vacant	B1	0
8	Fishmarket)	VACANT	Vacant without agents board	Vacant	A1	20
118	Oak Street	VACANT	Vacant without agents board	Vacant	B8	270
134	Oak Street	VACANT	Vacant without agents board	Vacant	B1	0
83-87	Pottergate	VACANT	Vacant without agents board	Vacant	D1	0
39-41	Prince of Wales Road	VACANT	Vacant without agents board	Vacant	A2	50
58	Prince of Wales Road	VACANT	Vacant without agents board	Vacant	B1	18
106	Prince of Wales Road	VACANT	Vacant without agents board	Vacant	A1	45
111	Prince of Wales Road	VACANT	Vacant without agents board	Vacant	A1	182
42	Rose Lane	VACANT	Vacant without agents board	Vacant	D1	0
18	St. Georges Street	VACANT	Vacant without agents board	Vacant	A4	110
13	St. Stephens Road	VACANT	Vacant without agents board	Vacant	A1	0
191	King Street	VACANT (ex Ferry Boat)	Vacant without agents board	Vacant	A4	143
0	Mountergate	VACANT (ex Hartwell Cars)	Vacant without agents board	Vacant	SG	430
161	Magdalen Street	VACANT	construction	Vacant	A1	25
14-18	St. Stephens Street	(Retail Extension Under Construction)	construction	Vacant	A1	2210
15	Lower Goat Lane	VACANT (The Perfect Pad coming soon)	construction	Vacant	A1	61
31	King Street	Anglia AutoTrader	construction	Vacant	B1	1022
16-20	Ber Street	VACANT	construction	Vacant	A1	175
139	Ber Street	VACANT	construction	Vacant	A3	42
46	Prince of Wales Road	VACANT	construction	Vacant	A5	93
28	St. Giles Street	VACANT	construction	Vacant	B1	0
	162		Vacant Floorspace			22,549
			Total Floorspace (sqm net)			290,773

Anglia Square

Address	Occupier	Use	Category	Use Class	Floorspace (sqm net)	
20 -20a	Magdalen Street	Ajman Miah	health food shop	Convenience	A1	101
1 -3	Anglia Square	Iceland	Frozen food	Convenience	A1	472
39	Magdalen Street	God's Own Country (Continental Grocer)	(speciality)	Convenience	A1	31
37	Magdalen Street	Kerpe (Eastern European Foods)	(speciality)	Convenience	A1	42
24	Magdalen Street	Spiceland	(speciality)	Convenience	A1	80
13	Botolph Way	Johns	Butcher (General)	Convenience	A1	39
17	Fye Bridge Street	Howard and Son	fish	Convenience	A1	17
	Sovereign Way	Daily Stall	fruiterer	Convenience	A1	8
4 -5	Anglia Square	Baker's Oven	bakery	Convenience	A1	153
24	Anglia Square	Martins	sweets/tobacco	Convenience	A1	79
61 -63	Magdalen Street	Your Ideal Shop	sweets/tobacco	Convenience	A1	120
89	Magdalen Street	Price Right	shop/confectioner	Convenience	A1	24
						1166
29 -34	Anglia Square	Poundstretcher	Large Variety Stores	Comparison	A1	477
7 -10	Anglia Square	QD Supercentre	Large Variety Stores	Comparison	A1	2755
77 -87	Magdalen Street	Roy's Superstore/Post Office	Large Variety Stores	Comparison	A1	1595
9	Sovereign Way	www.therealinternetstore.com	Order Showrooms	Comparison	A1	141
90 -94	Magdalen Street	99p Stores	goods/discount	Comparison	A1	836
1 b	Sovereign Way	Clearout bananza	goods/discount	Comparison	A1	119
26	Anglia Square	Massive Stock Clearance	goods/discount	Comparison	A1	79
13 -14	Anglia Square	Shoe Zone	Shoe shop (general)	Comparison	A1	130
49	Magdalen Street	Kandili	(general)	Comparison	A1	25
24 d	Magdalen Street	Afrodita Fashion	boutique	Comparison	A1	21
2	Sovereign Way	Sense	boutique	Comparison	A1	145
29	Magdalen Street	Anglian Fashion Fabrics	Drapery and fabrics	Comparison	A1	139
40	Magdalen Street	Anglian Furnishing Fabrics	Drapery and fabrics	Comparison	A1	161
33 -35	Magdalen Street	Sew Creative	Drapery and fabrics	Comparison	A1	140
22	Magdalen Street	Zeez Interiors	other specialist	Comparison	A1	68
16 -18	Magdalen Street	Cottage Pine	(other specialist)	Comparison	A1	172
59	Magdalen Street	Now n Then	e furniture	Comparison	A1	25
8 -10	Magdalen Street	Oxfam	e furniture	Comparison	A1	261
11	Fye Bridge Street	King of Hearts Craft Shop	fancy/novelty goods	Comparison	A1	21
19	Magdalen Street	Presence	fancy/novelty goods	Comparison	A1	90
13/15	Fye Bridge Street	King of Hearts Arts Centre Gallery	gallery	Comparison	A1	77
50	Magdalen Street	Beatniks	compact discs	Comparison	A1	42
36	Magdalen Street	Kraken Discz	compact discs	Comparison	A1	28
4	Magdalen Street	Out of Time	compact discs	Comparison	A1	24
38	Magdalen Street	Spin Doctors	compact discs	Comparison	A1	45
2 -3	Annes Walk	Sound Control	dealer	Comparison	A1	400
93	Magdalen Street	Mercury Communications	Office equipment	Comparison	A1	63
28	Magdalen Street	R R Office Stationery	Office equipment	Comparison	A1	42
91	Magdalen Street	Swallow Games Limited	Computer Software	Comparison	A1	64
43	Magdalen Street	Magdalen Book Shop	Bookshop (general)	Comparison	A1	111
5 -6	Sovereign Way	Cardfair Outlet	stationery	Comparison	A1	128
75	Magdalen Street	Kard Korner	stationery	Comparison	A1	35
58	Magdalen Street	Not Just Cards	stationery	Comparison	A1	33
11 -12	Anglia Square	Boots	dispensing	Comparison	A1	227
101 -103	Magdalen Street	Co-op Pharmacy	dispensing	Comparison	A1	76
27	Anglia Square	Savers Drugstore	dispensing	Comparison	A1	50
34	Magdalen Street	Chinese Medicine Centre	medicines	Comparison	A1	50
17	Magdalen Street	Anthony Ardley	Jeweller	Comparison	A1	49
82	Magdalen Street	Mark Gates T/A Goldmark	Jeweller	Comparison	A1	45
71	Magdalen Street	The Flower Shoppe	garden sundries	Comparison	A1	47
28	Anglia Square	Barnados	charity shop	Comparison	A1	97
25	Anglia Square	Barnados	charity shop	Comparison	A1	79
26 -26a	Magdalen Street	Salvation Army Charity Shop	charity shop	Comparison	A1	150
21	Magdalen Street	Save the Children	charity shop	Comparison	A1	35
7 -8	Sovereign Way	Scope	charity shop	Comparison	A1	213
47	Magdalen Street	Stalks	charity shop	Comparison	A1	54
4	Sovereign Way	Cash Maker	Pawnbroker	Comparison	A1	109
						9773
67 -69	Magdalen Street	Chinelo's Hair Studio	Hairdresser (unisex)	Service	A1	235
1	Magdalen Street	Lauren Reeves Hair Design	Hairdresser (unisex)	Service	A1	17
31	Magdalen Street	Marl Mius Hair	Hairdresser (unisex)	Service	A1	70
84	Magdalen Street	Ploisens hair dresser	Hairdresser (unisex)	Service	A1	75
32	Magdalen Street	G Clapham/Norwich Shaver Centre	Hairdresser (mens)	Service	A1	21
95	Magdalen Street	W Canary Barbers	Hairdresser (mens)	Service	A1	29
13	Magdalen Street	Frances (Ahead in Style)	Hairdresser (ladies)	Service	A1	35
88	Magdalen Street	UK Nails	personal care	Service	A1	26
6 a	Sovereign Way	One Stop Shoe Repair	Shoe repairer	Service	A1	6
20	Cowgate	Blueberry	Public house	Service	A4	134
42	Magdalen Street	King's Head	Public house	Service	A4	118
8	Fye Bridge Street	The Mischief	Public house	Service	A4	334
73	Magdalen Street	Moonlight Café Bar	bar/internet café	Service	A3	45
41	Magdalen Street	Jewel of India	food takeaway	Service	A3	198
9 -11	Magdalen Street	Ali Tandoori	takeaway service	Service	A3	167
12 -14	Magdalen Street	Benjarong Thai Restaurant	takeaway service	Service	A3	200
7	Magdalen Street	Brummells	takeaway service	Service	A3	116

7 -9	Fye Bridge Street	King of Hearts Café	takeaway service	Service	A3	295
15	Magdalen Street	Nazma Brasserie	takeaway service	Service	A3	58
45	Magdalen Street	Passage to India	takeaway service	Service	A3	56
19	Fye Bridge Street	Torero Bar de Tapas	takeaway service	Service	A3	119
6	Magdalen Street	Norwich Kebab House	only	Service	A5	25
15 -16	Anglia Square	Rendezvous in the Square	takeaway	Service	A1	58
100	Magdalen Street	Barclays Bank	Bank	Service	A2	448
65	Magdalen Street	Lloyds TSB	Bank	Service	A2	141
1	Sovereign Way	CITI Financial	Financial service	Service	A2	105
48	Magdalen Street	Right to Buy Specialists	letting agency	Service	A2	30
2	Magdalen Street	Armed Forces Careers Information Office	(other)	Service	A2	75
44	Magdalen Street	Gordon Dean Solicitors	(other)	Service	A2	60
97 -99	Magdalen Street	Diamond Mine Amusement Centre	or arcade	Service	SG	72
30	Magdalen Street	F Aylwyn Adams	Optician	Service	A1	17
101 -103	Magdalen Street	Gurney Surgery	service	Service	D1	372
14 -15	Botolph Way	Corals	Betting Office	Service	A2	100
3	Sovereign Way	Ladbrokes	Betting Office	Service	A2	72
						3929
6 -6a	Anglia Square	VACANT	VACANT	VACANT	A1	151
17 -23	Anglia Square	VACANT	VACANT	VACANT	A1	1003
	Annes Walk	VACANT	VACANT	VACANT	D2	0
17	Botolph Way	VACANT	VACANT	VACANT	A1	120
3	Magdalen Street	VACANT	VACANT	VACANT	A1	65
52 -56	Magdalen Street	VACANT	VACANT	VACANT	A1	314
1	Annes Walk	VACANT	VACANT	VACANT	A1	96
16	Botolph Way	VACANT	VACANT	VACANT	A1	240
5	Magdalen Street	VACANT	VACANT	VACANT	A1	390
23 -25	Magdalen Street	VACANT	VACANT	VACANT	A1	468
27	Magdalen Street	VACANT	VACANT	VACANT	A1	25
86	Magdalen Street	VACANT	VACANT	VACANT	A1	21
98	Magdalen Street	VACANT	VACANT	VACANT	A3	49
10	Sovereign Way	VACANT	VACANT	VACANT	A1	141
						3083
Total Floorspace (sqm net)						17951

Dereham Rd/ Distillery Square

Address	Occupier	Use	Category	Use Class	Floorspace
30 Dere	Posies & Petals	Florist, plants and garden sundries	Comparison	A1	78
40 Dere	Wilco Fast Fit	Car spares and accessories	Comparison	A1	364
47 Dere	NICE	Hi-fi and electrical (general)	Comparison	A1	66
49 Dere	Norfolk Household	Domestic appliance retail/repair	Comparison	A1	43
51 Dere	The Secondhand	Secondhand and charity shop	Comparison	A1	37
63 Dere	Mitchells Furniture	Furniture retailer (other specialist)	Comparison	A1	98
69 Dere	TV and Electrical	Hi-fi and electrical (general)	Comparison	A1	28
77 Dere	Beckett's	Secondhand and charity shop	Comparison	A1	50
83 Dere	The Stationery Shop	Cards and stationery	Comparison	A1	104
12 Distill	Scope	Secondhand and charity shop	Comparison	A1	77
					945
50 Dere	Co-op Foodstore &	Supermarket or superstore	Convenience	A1	583
59 Dere	Wine Warehouse	Off Licence	Convenience	A1	68
71 Dere	Philippines	Food store (speciality)	Convenience	A1	35
2 Distill	Bloomers & Danish	Baker with in-store bakery	Convenience	A1	57
3 Distill	Norwich Shopper	Convenience/grocery retailer (other)	Convenience	A1	173
13 Distill	PB George Butchers	Butcher (General)	Convenience	A1	58
					974
28 Dere	Golden Fish & Chips	Fish and chip shop	Service	A5	0
45 Dere	Ronaldsons Solicitors	Professional service (other)	Service	B1	53
53 Dere	M.A.S.S.	Professional service (other)	Service	A2	39
55 Dere	KFC	Restaurant with hot food takeaway	Service	A5	0
61 Dere	Ladbrokes	Betting Office	Service	A2	46
66 Dere	Choices Video	Videotape sale or hire	Service	A1	160
67 Dere	Planet Wok	Hot food takeaway only	Service	A5	0
71 Dere	Ian Johnson Hair	Hairdresser (mens)	Service	A1	25
73 Dere	Food Stuff	Snack bar/cold food takeaway	Service	A1	12
75 Dere	Head Case	Hairdresser (unisex)	Service	A1	27
81 Dere	Caesar's Pizza &	Hot food takeaway only	Service	A5	0
1 Distill	Hair Creation	Hairdresser (unisex)	Service	A1	57
14 Distill	Golden City	Hot food takeaway only	Service	A5	0
58 Dour	Launderette	Launderette or laundry service	Service	A1	36
					455
Total Floorspace (sqm net)					2374

Larkman

Address	Occupier	Use	Category	Use Class	Floorspace
562 Dere	Moss	Chemist - dispensing	Comparison	A1	68
					68
560 Dere	Heads	Convenience/grocery retailer (other)	Convenience	A1	133
564 Dere	T. C. Fines & Sons	Butcher (General)	Convenience	A1	109
1 Lark	Aldi	Supermarket or superstore	Convenience	A1	790
2 Lark	Lane Stores Ltd. and	Sub-post office with ancillary retail	Convenience	A1	190
2 Lark	Chops 'n things	Butcher (General)	Convenience	A1	35
					1257
556 Dere	Peking	Hot food takeaway only	Service	A5	0
558 Dere	David the Barber	Hairdresser (mens)	Service	A1	12
558 Dere	Bet Fred	Betting Office	Service	A2	20
560 Dere	Sunshops	Beautician or other personal care	Service	A1	30
560 Dere	O'Yes	Hot food takeaway only	Service	A5	0
562 Dere	Collins Fish Bar	Fish and chip shop	Service	A5	0
2 Lark	Larkman Fish Bar	Fish and chip shop	Service	A5	43
					105
564 Dere	Vacant	Vacant to let or for sale	Vacant	A1	56
Total Floorspace (sqm net)					1486

Earlham House

Address	Occupier	Use	Category	Use Class	Floorspace
7 Earlh	Purple	Clothes shop (speciality)	Comparison	A1	40
10 Earlh	Sue Ryder Care	Secondhand and charity shop	Comparison	A1	84
13 Earlh	Mundy's Bed and	Furniture retailer (other specialist)	Comparison	A1	48
16 Earlh	Scope	Secondhand and charity shop	Comparison	A1	81
16 Earlh	Family Care	Drugstore - non-dispensing	Comparison	A1	81
					334
0 Earlh	Somerfield	Supermarket or superstore	Convenience	A1	672
1 Earlh	Thresher	Off Licence	Convenience	A1	86
2 Earlh	The Green Grocers	Greengrocer and/or fruiterer	Convenience	A1	122
14 Earlh	R J Bray Butchers	Butcher	Convenience	A1	48
					928
5 Earlh	Spicer McCol Estate	Estate or property letting agency	Service	A2	40
6 Earlh	The Lite Bite	Snack bar/cold food takeaway	Service	A1	43
9 Earlh	Phoenix Chinese	Restaurant with hot food takeaway	Service	A3	0
11 Earlh	Mona Pizza & Kebab	Hot food takeaway only	Service	A5	48
12 Earlh	The Nail Shop	Beautician or other personal care	Service	A1	48
15 Earlh	Master Dry Cleaners	Dry cleaner	Service	A1	48
16 Earlh	Rice and Spice	Hot food takeaway only	Service	A5	0
					227
8 Earlh	VACANT	Vacant	Vacant		40
					1,529
Total Floorspace (sqm net)					1,529

Aylsham Road

Address	Occupier	Use	Category	Use Class	Floorspace
6 Aylsh	Shuffle's	Cards and stationery	Comparison	A1	124
313 Aylsh	Flowers of Norwich	Florist, plants and garden sundries	Comparison	A1	78
315 Aylsh	Upholsterers Studio	Furniture retailer (other specialist)	Comparison	A1	22
321 Aylsh	The Samaritans	Secondhand and charity shop	Comparison	A1	36
321 Aylsh	Greenway Gas	Domestic appliance retail/repair	Comparison	A1	44
325 Aylsh	Manor Pharmacy	Chemist - dispensing	Comparison	A1	54
					358
1 Aylsh	Mile Cross Bakery	Baker with in-store bakery	Convenience	A1	54
305 Aylsh	Aylsham Road	Convenience/grocery retailer (other)	Convenience	A1	33
323 Aylsh	Co-op Freshstore	Supermarket or superstore	Convenience	A1	345
325 Aylsh	Mile Cross Post	Sub-post office with ancillary retail	Convenience	A1	76
					508
2 Aylsh	Fresh Approach	Hairdresser (unisex)	Service	A1	30
3 Aylsh	Ink Exchange	Photocopying, printing or DTP bureau	Service	A1	39
4 Aylsh	USA Fried Chicken	Hot food takeaway only	Service	A5	0
5 Aylsh	BBQ & Kebabs	Hot food takeaway only	Service	A5	0
299 Aylsh	Lucky Star	Hot food takeaway only	Service	A5	0
301 Aylsh	Norwich &	Building society	Service	A2	35
303 Aylsh	Movie Bank	Videotape sale or hire	Service	A1	32
315 Aylsh	Evergreen Take	Hot food takeaway only	Service	A5	0
317 Aylsh	Barber Funeral	Funeral director/Undertaker	Service	A1	44
319 Aylsh	Ladbrokes	Betting Office	Service	A2	16
319 Aylsh	The Taj Mahal Indian	Hot food takeaway only	Service	A5	0
321 Aylsh	Co-op Funeral	Funeral director/Undertaker	Service	A1	35
					231
Total Floorspace (sqm net)					1097

Plumstead Rd

Address	Occupier	Use	Category	Use Class	Floorspace
183 Plum	Hardware, Heels and	DIY/hardware (general)	Comparison	A1	107
189 Plum	Motor World	Car spares and accessories	Comparison	A1	191
193 Plum	Olivers Cards, Gifts &	Cards and stationery	Comparison	A1	40
195 Plum	Tillett	Spectacles and optical goods (retail)	Comparison	A1	34
197 Plum	Age Concern	Secondhand and charity shop	Comparison	A1	198
199 Plum	Great Eastern Toys	Toys and Games	Comparison	A1	87
201 Plum	GardenStone	DIY/hardware (specialist)	Comparison	A1	24
205 Plum	Numark Pharmacy	Chemist - dispensing	Comparison	A1	35
					716
169 Plum	Somerfield	Supermarket or superstore	Convenience	A1	307
173 Plum	Linzers Bakery	Baker with in-store bakery	Convenience	A1	35
177 Plum	Archers	Delicatessen and/or health food shop	Convenience	A1	107
197 Plum	Tesco	Supermarket	Convenience	A1	198
					647
92 Harv	Newday	Dry cleaner	Service	A1	41
94 Harv	Ye Babam Ye	Hot food takeaway only	Service	A1	31
96 Harv	Hartlands Traditional	Fish and chip shop	Service	A5	27
96 Harv	Lloyds TSB	Bank	Service	A2	0
100 Harv	Quality	Restaurant with hot food takeaway	Service	A3	58
102 Harv	Gordon Barber	Funeral director/Undertaker	Service	A1	58
163 Plum	Halifax	Bank	Service	A2	0
163 Plum	Howards	Estate or property letting agency	Service	A2	82
175 Plum	Anglia Optics	Optician	Service	A1	33
181 Plum	Planet Wok	Hot food takeaway only	Service	A5	0
187 Plum	Norwich &	Building society	Service	A2	37
193 Plum	Launderette	Launderette or laundry service	Service	SG	42
201 Plum	BetFred	Betting Office	Service	A2	24
201 Plum	Castle Insurance	Financial service	Service	A2	24
203 Plum	Thorpe Travel	Travel agent	Service	A1	72
0 Plum	Heartsease	Public house	Service	A4	0
199 Plum	Dental Surgery	Other medical service	Service	D1	0
					529
207 Plum	VACANT	Vacant to let or for sale	Vacant	A1	44
		Total Floorspace (sqm net)			1936

Eaton

Address	Occupier	Use	Category	Use Class	Floorspace
Eaton	Alliance Pharmacy	Chemist - dispensing	Comparison	A1	137
Eaton	Laura Ashley	Ladieswear shop or boutique	Comparison	A1	160
0 Eaton	Coe, Costa & Moore	Spectacles and optical goods (retail)	Comparison	A2	29
					326
0 Eaton	Waitrose	Supermarket or superstore	Convenience	A1	1681
					1681
0 Chur	Barclays Bank	Bank	Service	A2	0
4 Chur	Elliot's Property	Estate or property letting agency	Service	A2	31
Eaton	Arnolds	Estate or property letting agency	Service	A2	100
18 Eaton	HSBC	Bank	Service	A2	0
19 Eaton	R.J.Litten and	Financial service	Service	A2	14
20 Eaton	Elliot's Estate Agents	Estate or property letting agency	Service	A2	45
21 Eaton	Adrian Rowe	Hairdresser (unisex)	Service	A1	35
22 Eaton	Harveys Dry Cleaner	Dry cleaner	Service	A1	11
24 Eaton	Planet Wok	Hot food takeaway only	Service	A5	0
28 Eaton	The Hair Partnership	Hairdresser (unisex)	Service	A1	13
30 Eaton	Eaton Veterinary	Not classifiable elsewhere/temporary use	Service	A2	42
52 Eaton	Red Lion	Public house	Service	A4	0
					249
		Total Floorspace (sqm net)			2256

Drayton Road

Address	Occupier	Use	Category	Use Class	Floorspace
171 Drayt	BREAK Charity Shop	Secondhand and charity shop	Comparison	A1	38
177 Drayt	Ansa	Domestic appliance retail/repair	Comparison	A1	49
181 Drayt	Flower Power/Balloon	Florist, plants and garden sundries	Comparison	A1	55
					142
Drayt	Lidl	Supermarket or superstore	Convenience	A1	625
169 Drayt	Drayton Road Post	Sub-post office with ancillary retail	Convenience	A1	77
175 Drayt	H. J. News	Newsagent (with sweets/tobacco sales)	Convenience	A1	46
183 Drayt	Spar	Convenience/grocery retailer (other)	Convenience	A1	136
185 Drayt	Draytona	Baker without in-store bakery	Convenience	A1	79
187 Drayt	Lowthorpes	Newsagent (with sweets/tobacco sales)	Convenience	A1	50
					1013
173 Drayt	Coral	Betting Office	Service	A2	58
179 Drayt	Classical	Hairdresser (unisex)	Service	A1	44
189 Drayt	Kam Lee	Hot food takeaway only	Service	A5	0
191 Drayt	Mile Cross Dry	Dry cleaner	Service	A1	34
193 Drayt	Lucky Fish Bar	Fish and chip shop	Service	A5	0
195 Drayt	Norfolk Kebab and	Hot food takeaway only	Service	A5	0
					136
Total Floorspace (sqm net)					1291

Bowthorpe

Address	Occupier	Use	Category	Use Class	Floorspace
6 Main	Hughes	Hi-fi and electrical (general)	Comparison	A1	61
8 Main	Boots Pharmacy	Chemist - dispensing	Comparison	A1	131
12 Main	Arc	Secondhand and charity shop	Comparison	A1	123
					315
0 Main	Roys	Supermarket or superstore	Convenience	A1	2081
2 Main	Ketts Hill Bakery	Baker without in-store bakery	Convenience	A1	131
7 Main	Bowthorpe Post	Sub-post office with ancillary retail	Convenience	A1	138
					2350
3 Main	Bowthorpe Learning	Professional service (other)	Service	A2	0
3 Main	Karen's Cut Inn	Hairdresser (unisex)	Service	A1	42
3 Main	Watsons	Estate or property letting agency	Service	A2	18
4 Main	Choices	Videotape sale or hire	Service	A1	120
9 Main	Norfolk Kebab and	Hot food takeaway only	Service	A5	0
10 Main	Happy House	Hot food takeaway only	Service	A5	0
11 Main	S & L's Coffee House	Snack bar/cold food takeaway	Service	A3	65
14 Main	Coral	Betting Office	Service	A2	59
15 Main	Norwich &	Building society	Service	A2	73
0 Main	The Norkie	Public house	Service	A4	0
					377
Total Floorspace (sqm net)					3042

Dussindale

Occupier	Category	Floorspace (Net sqm)
Barnardos	Comparison	70.7
Sharps Bedrooms	Comparison	70.8
		141.4
Sainsburys	Convenience	4407.0
		4407.0
Elliots Estate Agents	Service	75.1
Choice Video Rental	Service	164.1
NHS Walk In	Service	229.1
Community Centre	Service	295.3
		763.6
Total Floorspace (sqm net)		5312.1

Acle

Occupier	Category	Floorspace (Net sqm)
Country Fresh Florists	Comparison	16.1
Antique Furnishings	Comparison	76.0
Acle Interior Design	Comparison	82.0
Co-Op Pharmacy	Comparison	317.1
		491.2
Cumsleys Butcher	Convenience	37.2
Newsagents	Convenience	71.3
Co-Op Supermarket	Convenience	127.3
		235.8
CJ Computer Systems	Service	14.3
Calming Touch Therapi	Service	20.1
Full River Chinese Take	Service	23.4
Aldreds Estate Agents	Service	32.0
Acle Hair & Beauty	Service	37.4
Hair & Beauty Salon	Service	37.9
Opticians	Service	44.9
Acle Coffee Bar	Service	50.1
Mortgage Shop	Service	70.7
Lloyds Bank	Service	73.7
Solicitors	Service	80.8
Halifax	Service	82.2
Acle Cars Taxi Service	Service	87.6
Dentists	Service	92.4
King's Head Public Hou	Service	117.7
Accountants	Service	128.0
Post Office	Service	132.9
Barclays	Service	245.4
		1371.5
Total Floorspace (sqm net)		2098.4

Old Catton

Occupier	Category	Floorspace (Net sqm)
Allsorts Hardware (Dou)	Comparison	141.8
Lloyds Pharmacy	Comparison	72.8
Sue Ryder	Comparison	71.0
		285.6
Somerfield	Convenience	1420.9
		1420.9
Style Directions Hairdre	Service	71.0
Tong's Chinese Takeav	Service	27.7
Barbers Shop (1/2 Unit)	Service	27.7
		126.5
Floorspace (sqm net)		1833.0

Reepham

Occupier	Category	Floorspace (Net sqm)
Bridal Shop	Comparison	39.7
Pharmacy	Comparison	47.9
Florists	Comparison	55.7
Very Nice Things Gifts	Comparison	57.8
Antiques	Comparison	79.0
Hardware Store	Comparison	161.3
		441.3
Greengrocers	Convenience	34.5
Butchers	Convenience	34.8
Deli/Health Food Shop	Convenience	47.1
Butchers	Convenience	60.3
Newsagents/Convenier	Convenience	77.5
Spar	Convenience	175.9
		430.0
Hairdressers	Service	25.9
Beauty Salon	Service	27.9
Bonhams Estate Agents	Service	33.0
Heating Engineers	Service	39.0
HSBC	Service	41.8
Old Brewery Public Hou	Service	47.5
Estate Agents	Service	65.9
Café	Service	103.7
Community Police Stati	Service	147.8
Kings Arm Public Hous	Service	150.2
Library	Service	151.5
		834.2
Total Floorspace (sqm net)		1705.5

Aylsham

Occupier	Category	Floorspace (Net sqm)
Bookshop	Comparison	11.1
Shoe Studio	Comparison	14.8
Florists	Comparison	16.3
Shoe Shop	Comparison	27.7
JB Postle Electricals	Comparison	32.3
Art Gallery	Comparison	33.2
Jewellery	Comparison	33.5
Crystals	Comparison	36.5
Ladies Clothing	Comparison	36.6
Woolshop	Comparison	38.8
Slavation Army Charity	Comparison	40.7
Florists	Comparison	41.9
Pet Shop	Comparison	44.4
Sewing Services	Comparison	45.0
Bike Shop	Comparison	51.0
Art Zone	Comparison	54.5
Alladins Cookshop	Comparison	55.2
Carpets	Comparison	57.0
Break Charity Shop	Comparison	59.2
Pet Shop	Comparison	61.0
Clothes	Comparison	81.0
Hallmark Cards	Comparison	89.8
Hardware Shop	Comparison	149.4
Lloyds Chemist	Comparison	267.2
		1378.1
Bakery	Convenience	23.2
Butcher	Convenience	26.6
S&M Brett Fruiterer	Convenience	31.9
Stationers/Newsagents	Convenience	45.0
Deli	Convenience	52.6
Le Bon Bon Newsagen	Convenience	61.0
Butchers	Convenience	61.0
Martins Newsagents	Convenience	68.7
Butchers/Fishmongers	Convenience	69.0
Bakery	Convenience	119.3
Somerfield	Convenience	156.6
Budgens	Convenience	636.5
		1351.3
Barber	Service	7.9
Betfred	Service	10.8
Hairdressers	Service	12.8
Sandwich Shop	Service	26.9
Eastern Sea Chinese T	Service	31.8
Computer Services	Service	33.2
Hairdressers	Service	33.4
Estate Agents	Service	34.4
Hairdressers	Service	45.6
Hairdressers	Service	47.9
Cannine Cuts	Service	50.9
Alliance and Leicester	Service	51.7
Café	Service	59.6
Travel Agents	Service	62.3
HSBC	Service	65.5
Estate Agents	Service	73.8
Lloyds Bank	Service	76.6
Nikki Nelson Opticians	Service	80.0
Estate Agents	Service	91.8
Tearooms	Service	94.8
Indian Restaurant/Take	Service	101.7
Insurance Company	Service	103.3
Estate Agents	Service	115.4
Post Office	Service	158.9
Barclays	Service	163.8
Public House	Service	195.5
Public House	Service	320.8
Library	Service	237.8
		2388.7
Vacant Unit	Vacant	45.0
Vacant Unit	Vacant	46.2
Vacant Unit	Vacant	64.4
		155.7
Total Floorspace (sqm net)		5273.8

Diss Town Centre

	Address	Use	Category	Floorspace (sqm net)
148A	Victoria Road	Autoparts	Comparison	24
148B	Victoria Road	Floor Coverings	Comparison	20
1-2	Mavery House	Electrical Retailers	Comparison	80
3-5	Mavery House	China/Glassware Shop	Comparison	77
7	Mavery House	Mobile Phone Shop	Comparison	25
37	Mere Street	Charity Shop	Comparison	24
35	Mere Street	Pet Shop	Comparison	24
34	Mere Street	Jewellers	Comparison	7
27	Mere Street	Household Goods	Comparison	60
22-24	Mere Street	Clothing Shop	Comparison	1800
21	Mere Street	Electrical Retailer	Comparison	36
19	Mere Street	Shoe Shop	Comparison	24
18	Mere Street	Chemist	Comparison	108
17	Mere Street	Card Shop	Comparison	48
16	Mere Street	Charity Shop	Comparison	60
12	Mere Street	Camera Shop	Comparison	18
10	Mere Street	Record Shop	Comparison	72
9	Mere Street	Charity Shop	Comparison	48
8	Mere Street	Electrical Shop	Comparison	135
7	Mere Street	Sports Shop	Comparison	60
6	Mere Street	Charity Shop	Comparison	28
5	Mere Street	Shoe Shop	Comparison	42
2	Mere Street	Card Shop	Comparison	36
40	Mere Street	Bookshop	Comparison	98
42	Mere Street	Jewellers	Comparison	16
46-47	Mere Street	Optician	Comparison	60
48	Mere Street	Florist	Comparison	32
52	Mere Street	Cardshop	Comparison	66
53	Mere Street	Cardshop	Comparison	60
54	Mere Street	Charity Shop	Comparison	60
	Mere Street	Variety Store	Comparison	210
2	Navire House	Pet Shop	Comparison	64
	Market Hill	Carpet Shop	Comparison	29
	Market Hill	Ladieswear	Comparison	9
13	Market Hill	Film Processing	Comparison	6
	St. Nicholas Street	Baby Goods	Comparison	40
21	St. Nicholas Street	Hardware Shop	Comparison	111
14a	St. Nicholas Street	Photocopying Shop	Comparison	16
14	St. Nicholas Street	Opticians	Comparison	20
12	St. Nicholas Street	Florist	Comparison	12
8	St. Nicholas Street	Bridalwear Shop	Comparison	18
7	St. Nicholas Street	Ironmongers	Comparison	48
6	St. Nicholas Street	Ladieswear	Comparison	20
6	St. Nicholas Street	Childrenswear Shop	Comparison	20
	St. Nicholas Street	Jewellers	Comparison	9
	St. Nicholas Street	Army Surplus	Comparison	30
2	St. Nicholas Street	Toy Shop	Comparison	20
	Shellfanger Road	Cycleshop	Comparison	30
2	Shellfanger Road	Soft Furnishings Shop	Comparison	12
	Cobbs Yard	Model Railway Shop	Comparison	24
	Cobbs Yard	Antique Centre	Comparison	225
	Cobbs Yard	Ladieswear	Comparison	16
	Norfolk House Yard	Florist	Comparison	9
	Norfolk House Yard	Gadget Shop	Comparison	40
9	Market Place	Chemists	Comparison	200
8	Market Place	Department Store (Co-op)	Comparison	637
7	Market Place	Post Office	Comparison	40
6	Market Place	Jewellers	Comparison	4
	Market Place	Electrical Shop	Comparison	4
	Market Place	Interior Decorating Shop	Comparison	18
	Market Place	Shoe Shop	Comparison	12
	Market Place	Charity Shop	Comparison	44
11	Market Place	Pharmacy	Comparison	705
	Market Place	Shoe Repairs	Comparison	12
15	Market Place	Clothing Shop	Comparison	15
16a	Market Place	Household Goods	Comparison	20
17	Market Place	Ironmongers	Comparison	135
16	Market Place	Shoe Shop	Comparison	80
	Hales Yard	Ethnic Clothes Shop	Comparison	9
	Mount Street	Jewellers	Comparison	5
	Mount Street	Antique Shop	Comparison	20
	Chapel Street	Charity Shop	Comparison	80
				6326

	Victoria Road	Morrisons	Convenience	3433
	Victoria Road	Tesco	Convenience	2825
148C	Victoria Road	Bakers	Convenience	30
36	Mere Street	Off Licence	Convenience	48
	Mere Street	Supermarket (Somerfield)	Convenience	886
20	Mere Street	CTN	Convenience	105
14	Mere Street	Confectionary	Convenience	108
13	Mere Street	Newsagents	Convenience	108
3	Mere Street	Greengrocers	Convenience	29
49-50	Mere Street	Butcher	Convenience	24
5	St. Nicholas Street	Delicatessen	Convenience	48
	Cobbs Yard	Tea Merchants	Convenience	9
	Norfolk House Yard	Sweet Shop	Convenience	12
	Norfolk House Yard	Health Food Shop	Convenience	32
12	Market Place	Butcher	Convenience	20
15	Market Place	Bakers	Convenience	15
				7732
6	Mavery House	Takeaway	Service	12
8	Mavery House	Laundrette	Service	20
9	Mavery House	Estate Agent	Service	42
33	Mere Street	Hairdressers	Service	9
26	Mere Street	Newspaper Office	Service	16
25	Mere Street	Takeaway	Service	16
15	Mere Street	Bookmakers	Service	90
4	Mere Street	Building Society	Service	20
1	Mere Street	Building Society	Service	16
44	Mere Street	Public House	Service	50
45	Mere Street	Takeaway	Service	9
51	Mere Street	Bank	Service	20
55-56	Mere Street	Takeaway	Service	18
1	Navire House	Estate Agent	Service	64
10	Market Hill	Estate Agent	Service	45
	Market Hill	Bookmakers	Service	12
14	Market Hill	Bank	Service	30
13	Market Hill	Wine Bar	Service	25
22	St. Nicholas Street	Takeaway	Service	12
18-20	St. Nicholas Street	Estate Agent	Service	40
17	St. Nicholas Street	Bank	Service	14
15	St. Nicholas Street	Public House	Service	30
13	St. Nicholas Street	Estate Agent	Service	15
12a	St. Nicholas Street	Housing Association Office	Service	12
11	St. Nicholas Street	Public House	Service	50
9	St. Nicholas Street	Public House	Service	70
103	Denmark Street	Hairdressers	Service	20
2	Roydon Road	Estate Agent	Service	15
51-52	Shellfanger Road	Restaurant	Service	20
	Cobbs Yard	Solarium	Service	15
	Cobbs Yard	Hairdressers	Service	9
	Norfolk House Yard	Restaurant	Service	30
	Norfolk House Yard	Beauty Salon	Service	20
10	Market Place	Travel Agents	Service	16
1-2	Market Place	Restaurant	Service	100
	Market Place	Travel Agents	Service	20
	Market Place	Café	Service	32
12a	Market Place	Bank	Service	44
13	Market Place	Solarium	Service	18
14	Market Place	Building Society	Service	35
16	Market Place	Restaurant	Service	12
	Hales Yard	Restaurant	Service	25
	Mount Street	Public House	Service	40
	Chapel Street	Hairdressers	Service	15
	Chapel Street	Barbers	Service	9
				1252
	Victoria Road	Vacant	Vacant	50
	Victoria Road	Vacant	Vacant	12
	Mere Street	Vacant	Vacant	135
43	Mere Street	Vacant	Vacant	22
	St. Nicholas Street	Vacant	Vacant	12
105	Denmark Street	Vacant	Vacant	15
	Cobbs Yard	Vacant	Vacant	20
				266
	Total Floorspace (sqm net)			15576

Diss Out of Centre

Address	Use	Category	Floorspace (sqm net)
Victoria Road	Diss Trophy Centre	Comparison	5
Victoria Road	Stratton Glass & Windows	Comparison	20
Victoria Road	Jewson	Comparison	1200
Victoria Road	Beam Ends	Comparison	12
Victoria Road	Ridgeons	Comparison	900
Victoria Road	Michael's Mowers	Comparison	9
Victoria Road	Kitchen Design Centre	Comparison	12
Victoria Road	Mike Bavin Motorcycles	Comparison	20
Victoria Road	Wallace King Interiors	Comparison	1600
Park Road	Computers, Diss	Comparison	10
Park Road	Park Flowers, Florist	Comparison	10
Park Road	Waveny Fish Farm	Comparison	10
Park Road	Cobbs Cycles & Motorcycles	Comparison	20
Vinces Road	Godfrey Home Garden & Leisure	Comparison	1400
Vinces Road	Lingwood Fitted Furniture	Comparison	520
Vinces Road	Allmake Motor Parts Ltd	Comparison	6
9 Park Road	Just Beds	Comparison	100
			5854
Victoria Road	Shell Select Shop	Convenience	12
Victoria Road	Broadland Fuels Filling Station Shop	Convenience	12
			24
Victoria Road	Jade Garden Chinese Restaurant	Service	24
Victoria Road	The Railway Tavern	Service	30
Victoria Road	Fish & Chip Shop	Service	18
Victoria Road	Toucan Tool Hire	Service	128
37 Denmark Street	Hayleys Place	Service	112
63 Denmark Street	The Cock Inn	Service	50
65 Denmark Street	The Fayre Review Restaurant	Service	25
Vinces Road	Rhubarb Hairdressers	Service	10
Sawmills Road	The Hair Company	Service	16
			413
Total Floorspace (sqm net)			6291

Harleston Town Centre

Address	Use	Category	Floorspace (sqm net)
1 Station Road	Pottery	Comparison	25
9 Broad Street	Ladieswear	Comparison	32
5 Broad Street	Home Furnishing	Comparison	96
1 Broad Street	Household Goods Shop	Comparison	218
4 London Road	Antique Shop	Comparison	56
London Road	Electrical Shop	Comparison	21
London Road	Furniture Shop	Comparison	63
5 London Road	Angling Shop	Comparison	40
1 The Thoroughfare	G Denny & Sons	Comparison	230
3 The Thoroughfare	Mens Clothes Shop	Comparison	64
30-28 The Thoroughfare	Shoe Shop	Comparison	28
35 The Thoroughfare	Gallery	Comparison	20
33a The Thoroughfare	Charity Shop	Comparison	20
33b The Thoroughfare	Opticians	Comparison	80
25 The Thoroughfare	Cycleshop	Comparison	40
The Thoroughfare	Charity Shop	Comparison	33
21 The Thoroughfare	Stationers	Comparison	20
34 The Thoroughfare	Pet Shop	Comparison	28
24-22 The Thoroughfare	Ladieswear	Comparison	30
17 The Thoroughfare	Chemist	Comparison	120
16 The Thoroughfare	Shoe Shop	Comparison	136
The Thoroughfare	Electrical Shop	Comparison	105
The Thoroughfare	Clothes Shop	Comparison	24
6 The Thoroughfare	Video Shop	Comparison	32
The Thoroughfare	Post Office	Comparison	40
2a Bullock Fair Close	Jewellers	Comparison	10
11-13 Bullock Fair Close	Card Shop	Comparison	40
2 Union Street	Florists	Comparison	56
7 Union Street	Gift Shop	Comparison	20
4 Exchange Street	Building Supplies Shop	Comparison	60
10/11 Market Place	Furniture Shop	Comparison	366
9 Market Place	Bookshop	Comparison	18
16 Old Market Place	Pet Shop	Comparison	24
14b Old Market Place	Bookshop	Comparison	51
10 Old Market Place	Opticians	Comparison	20
35			2266
9 Redenhall Road	Butchers	Convenience	20
Broad Street	Cheesemonger	Convenience	10
Broad Street	Newsagents	Convenience	63
Broad Street	Sandwich Bar	Convenience	8
7 London Road	Convenience Store	Convenience	124
11 The Thoroughfare	Greengrocers	Convenience	32
31 The Thoroughfare	Grocer	Convenience	35
29 The Thoroughfare	Butchers	Convenience	33
18 The Thoroughfare	Bakers	Convenience	20
The Thoroughfare	Off Licence	Convenience	30
Bullock Fair Close	Budgens	Convenience	743
			1118
3 Redenhall Road	Restaurant	Service	80
28 Redenhall Road	Public House	Service	50
30 Broad Street	Diner	Service	20
20-24 Broad Street	Restaurant	Service	60
31 Broad Street	Hairdressers	Service	20
Broad Street	Barbers	Service	12
7 Broad Street	Takeaway	Service	20
3 Broad Street	Hairdressers	Service	30
5 Broad Street	Masseuse	Service	6
London Road	Hotel	Service	200
9 The Thoroughfare	Takeaway	Service	6
42 The Thoroughfare	Bookmakers	Service	12
37 The Thoroughfare	Café	Service	35
23 The Thoroughfare	Public House	Service	150
1a The Thoroughfare	Hotel	Service	200
32 The Thoroughfare	Estate Agent	Service	60
12 The Thoroughfare	Building Society	Service	48
2 Bullock Fair Close	Estate Agents	Service	20
15 Bullock Fair Close	Barbers	Service	32
17 Exchange Street	Travel Agents	Service	48
6 Market Place	Barclays Bank	Service	50
7 Market Place	Bank	Service	20
14a Old Market Place	Hairdressers	Service	24
2 Church Street	Financial Services Office	Service	18
Church Street	Hairdressers	Service	20
Church Street	Beauty Salon	Service	12
3 Church Street	Takeaway	Service	16
5-7 Church Street	Restaurant/Takeaway	Service	88
12 London Road	Takeaway	Service	18
			1375

18	Redenhall Road	Vacant	Vacant	12
15	Broad Street	Vacant	Vacant	32
26	The Thoroughfare	Vacant	Vacant	40
9	Union Street	Vacant	Vacant	16
	Old Market Place	Vacant	Vacant	81
8	Church Street	Vacant	Vacant	12
12	Church Street	Vacant	Vacant	12
Total Floorspace (sqm net)				205
Total Floorspace (sqm net)				4964

Harleston Out of Centre

	Address	Use	Category	Floorspace (sqm net)
4	Fuller Road	Bath & Tile Showroom	Comparison	256
50	London Road	The Original Factory Shop	Comparison	700
52	London Road	Ceramic Tile Showroom	Comparison	200
62	London Road	Kitchen Sense	Comparison	20
52a	London Road	Carl Harrison Motorcycle Service	Comparison	100
Total Floorspace (sqm net)				1276

Wymondham Town Centre

Address	Use	Category	Floorspace (sqm net)
7 Market Street	Gifts & Pine Furniture	Comparison	90
21 Market Street	Gifts/Cards	Comparison	35
23 Market Street	Cards	Comparison	50
31 Market Street	Electrical Goods	Comparison	100
33 Market Street	Jewellers	Comparison	70
39 Market Street	Auto Products	Comparison	140
41 Market Street	Electrical Goods - Hughes	Comparison	175
47 Market Street	Boots/Chemist	Comparison	110
2 Market Street	Stationary	Comparison	280
6 Market Street	Ladies Fashion	Comparison	55
8 Market Street	Opticians	Comparison	20
12 Market Street	Car Parts	Comparison	90
16 Market Street	Household Goods	Comparison	40
18 Market Street	Charity	Comparison	75
30 Market Street	Charity	Comparison	75
34 Market Street	Florist	Comparison	50
2 Wharton's Court	Bookshop	Comparison	35
Wharton's Court	Household Gifts	Comparison	105
Wharton's Court	Toys	Comparison	35
3 Market Place	Ladies Fashion	Comparison	40
6 Market Place	Woolworths	Comparison	450
8 Market Place	Ladies Fashion	Comparison	50
10b Market Place	Saddlery	Comparison	250
12 Market Place	Charity Books	Comparison	80
16 Market Place	Antiques	Comparison	60
3 Fairland Street	Handbags/Leather	Comparison	35
5 Fairland Street	Ironmonger	Comparison	72
8 Fairland Street	Picture Gallery	Comparison	45
14 Fairland Street	Flower Shop	Comparison	36
18 Fairland Street	Blacksmiths	Comparison	30
20 Fairland Street	Ladies Fashion	Comparison	45
30/32 Fairland Street	Animal Feed	Comparison	90
34 Fairland Street	Electrical Goods	Comparison	30
2 Damgate Street	Shoes	Comparison	50
6 Damgate Street	Lighting	Comparison	95
10 Damgate Street	Lingerie	Comparison	45
6 Middleton Street	Shoe Shop	Comparison	25
10 Middleton Street	Charity Shop	Comparison	25
3 Middleton Street	Pet Food	Comparison	70
5/7 Middleton Street	Furniture	Comparison	800
21/25 Middleton Street	Clothing	Comparison	200
27 Middleton Street	Books	Comparison	10
Town Green	Books	Comparison	20
3 Town Green	Antique Centre	Comparison	50
4 Town Green	Soft Furnishings	Comparison	50
Back Lane	Florist	Comparison	30
Back Lane	Cycles	Comparison	75
			4488
3 Market Street	Butchers	Convenience	40
15 Market Street	Patisserie	Convenience	25
17 Market Street	Health Foods	Convenience	30
32 Market Street	Supermarket	Convenience	300
38 Market Street	Bakers	Convenience	50
40 Market Street	CTN	Convenience	50
1 Bridewell Street	Thresher Off Licence	Convenience	125
16 Middleton Street	Greengrocer	Convenience	60
17 Town Green	Bakery	Convenience	20
28 Town Green	One Shop Convenience	Convenience	90
Back Lane	Butcher	Convenience	20
			810
1 Market Street	Restaurant	Service	50
11 Market Street	Restaurant	Service	50
13 Market Street	Estate Agent	Service	65
19 Market Street	Hairdresser	Service	25
25 Market Street	Café	Service	50
27 Market Street	Estate Agent	Service	70
29 Market Street	Public House	Service	150
45 Market Street	Bank	Service	150
4 Market Street	Travel Agent	Service	85
10 Market Street	Betting Office	Service	45
36 Market Street	Takeaway	Service	40
Wharton's Court	Café	Service	60
Wharton's Court	Health and Beauty	Service	20
Wharton's Court	Hairdresser	Service	35

2	Market Place	Bank	Service	200
4	Market Place	Bank	Service	100
5	Market Place	Bank	Service	115
7	Market Place	Building Society	Service	140
9	Market Place	Hairdresser	Service	40
10a	Market Place	Takeaway	Service	20
11	Market Place	Vetinary Surgery	Service	100
13	Market Place	Public House	Service	160
14	Market Place	Dry Cleaner	Service	30
15	Market Place	Estate Agent	Service	60
19	Fairland Street	Hairdresser	Service	27
25	Fairland Street	Restaurant	Service	77
4/6	Fairland Street	Restaurant	Service	120
16	Fairland Street	Dry Cleaner	Service	25
4	Damsgate Street	Restaurant	Service	50
2	Middleton Street	Restaurant	Service	45
4	Middleton Street	Hairdresser	Service	20
24/26	Middleton Street	Restaurant	Service	105
1	Town Green	Hairdresser	Service	25
	Town Green	Business Centre	Service	220
5	Town Green	Health and Beauty	Service	20
13	Town Green	Public House	Service	100
26/22	Town Green	Restaurant	Service	140
	Back Lane	Estate Agent	Service	25
	Back Lane	Takeaway	Service	20
	Back Lane	Takeaway	Service	15
	Back Lane	Hairdresser	Service	20
6	Church Street	Green Dragon Public House	Service	160
				3074
20	Market Street	Vacant	Vacant	25
7	Bridewell Street	Vacant	Vacant	80
				105
		Total Floorspace (sqm net)		8477

Wymondham Out of Centre

Address	Use	Category	Floorspace (sqm net)
Valleyside, Allenbrooks Way	Ernest Doe & Sons	Comparison	120
Valleyside, Allenbrooks Way	Carpet Call	Comparison	150
Valleyside, Allenbrooks Way	Nippers	Comparison	190
Valleyside, Allenbrooks Way	Kelly's Pine	Comparison	190
Silfield Road	Mr Overalls	Comparison	90
			740
32 Lime Tree Avenue	Budgens	Convenience	190
Holly Blue Lane	Spar	Convenience	232
Norwich Road	Waitrose Food Store	Convenience	2400
			2822
34 Lime Tree Avenue	Cutting Edge (Hairdresser)	Service	48
36 Lime Tree Avenue	Entertainment Express	Service	55
38 Lime Tree Avenue	The Launderette	Service	48
40 Lime Tree Avenue	Golden World	Service	20
42 Lime Tree Avenue	The Jolly Frie	Service	20
44 Lime Tree Avenue	Limetree Pizza & Kebab	Service	20
			211
		Total Floorspace (sqm net)	3773

APPENDIX 12

POTENTIAL GROWTH OPTIONS AND BRIEFING PAPER

Potential New Residential Allocations - Growth Options

The following options are those provided by the client team to be tested.

All the growth figures are in terms of dwellings.

At present they represent fairly arbitrary amounts and will need to be monitored and updated over time.

The following sets out the base figures and growth options.

Base Figures:

- All Options should allow for a further 4000 dwellings in the City (above trend growth). Split this 2000 to Zone 1; 1000 in Zone 3; 500 in Zone 2 and 500 in Zone 5.
- All Options should allow for the significant allocated growth at Sprowston (Zone 7) which will be 1300 dwellings in period 2006 – 2016.
- All Options should allow for significant allocated growth at West Costessey, Bowthorpe and Lodge Farm (Zone 5) which will be c. 2200 over the period 2006 – 2021.
- All Options should allow for significant allocated growth at Poringland (Zone 15) which will be 750 dwellings over the period 2006-2016.

Growth Options:

Option 1 – East of urban area.

- Zone 8 – add 3000 dwellings over period 2011 – 2021.

Option 2 – North- East area

- Zone 7 – add 3000 dwellings over period 2011 – 2021

Option 3 - Concentrated Urban Extension in E/NE area

- Zone 8 – add 3000 dwellings 2011-2021
- Zone 7 – add 3000 dwellings 2011-2021
- [Further 2000 dwellings assumed to be beyond 2021.]

Option 4 – NW sector

- Zone 13 – add 2000 dwellings 2011-2021
- Zone 6 - add 1000 dwellings 2011-2021

Option 5 – Concentrated Urban Extension to NW

- Zone 13 – add 3000 dwellings 2011-2021
- Zone 6 – add 2000 dwellings 2011-2021
- Zone 11 - add 1000 dwellings 2011-2021
- [+ further 2000 dwellings post 2021]

Option 6 – SW Sector

- Zone 4 – add 1000 dwellings 2011-2021
- Zone 14 – add 2000 dwellings 2011-2021

Option 7 Wymondham and SW Sector Concentration

- Zone 14 – add 4000 dwellings 2011-2021
- Zone 4 – add 2000 dwellings 2011-2021
- [assume a further + 2000 beyond 2021]

Option 8 – Spread to Other areas

(NB more likely to be mixed and matched with other options)

- Zone 15 – add 1000 dwellings 2011-2021 (representing Caistor St Edmund / Poringland)
- Zone 14 – add 1000 dwellings 2011-2021 (representing Easton/ Little Melton)
- Zone 10 – add 1000 dwellings 2011-2021 (representing Rackheath/ Salhouse)

Potential Growth Options across the Survey Area: Convenience Goods Growth

Growth Option	Dwelling Growth	Local Authority	Average people per dwelling	Population Growth	Convenience Spend Per Capita at 2021 (£)	Generated Expenditure (£)	Supportable Floorspace (£4,500 per sqm average sales density)	Supportable Floorspace (£13,000 per sqm average sales density)
Baseline	2,000	Norwich	2.15	4,300	1,800	7,740,000	1,720	595
	500	Norwich	2.15	1,075	1,878	2,018,850	449	155
	1,000	Norwich	2.15	2,150	1,791	3,850,650	856	296
	500	Norwich	2.15	1,075	1,574	1,692,050	376	130
	1,300	Broadland	2.33	3,029	1,766	5,349,214	1,189	411
	2,200	Norwich	2.15	4,730	1,574	7,445,020	1,654	573
	750	South Norfolk	2.34	1,755	1,849	3,244,995	721	250
1	3,000	Broadland	2.33	6,990	1,727	12,071,730	2,683	929
2	3,000	Broadland	2.33	6,990	1,766	12,344,340	2,743	950
3	3,000	Broadland	2.33	6,990	1,727	12,071,730	2,683	929
	3,000	Broadland	2.33	6,990	1,766	12,344,340	2,743	950
	2,000	Broadland	2.33	4,660	1,766	8,229,560	1,829	633
4	2,000	Broadland	2.33	4,660	1,751	8,159,660	1,813	628
	1,000	Broadland	2.33	2,330	1,767	4,117,110	915	317
5	3,000	Broadland	2.33	6,990	1,751	12,239,490	2,720	941
	2,000	Broadland	2.33	4,660	1,767	8,234,220	1,830	633
	1,000	Broadland	2.33	2,330	1,746	4,068,180	904	313
	2,000	Broadland	2.33	4,660	1,746	8,136,360	1,808	626
6	1,000	South Norfolk	2.34	2,340	1,586	3,711,240	825	285
	2,000	South Norfolk	2.34	4,680	1,783	8,344,440	1,854	642
7	4,000	South Norfolk	2.34	9,360	1,783	16,688,880	3,709	1,284
	2,000	South Norfolk	2.34	4,680	1,586	7,422,480	1,649	571
	2,000	South Norfolk	2.34	4,680	1,586	7,422,480	1,649	571
8	1,000	South Norfolk	2.34	2,340	1,849	4,326,660	961	333
	1,000	South Norfolk	2.34	2,340	1,783	4,172,220	927	321
	1,000	Broadland	2.33	2,330	1,760	4,100,800	911	315

NB: These figures are **not** in addition to figures set out in the population projections in capacity exercise at Appendix 8 & 9 and are merely different options for the redistribution of new dwellings. The options above are not mutually exclusive and they could be used in combination.

Potential Growth Options across the Survey Area: Comparison Goods Growth

Growth Option	Dwelling Growth	Local Authority	Average people per dwelling	Population Growth	Compariosn Spend Per Capita at 2021 (£)	Generated Expenditure (£)	Supportable Floorspace (£7,500 per sqm average sales density)
Baseline	2,000	Norwich	2.15	4,300	4,676	20,106,800	2,681
	500	Norwich	2.15	1,075	5,134	5,519,050	736
	1,000	Norwich	2.15	2,150	4,579	9,844,850	1,313
	500	Norwich	2.15	1,075	3,815	4,101,125	547
	1,300	Broadland	2.33	3,029	4,814	14,581,606	1,944
	2,200	Norwich	2.15	4,730	3,815	18,044,950	2,406
	750	South Norfolk	2.34	1,755	4,937	8,664,435	1,155
1	3,000	Broadland	2.33	6,990	4,358	30,462,420	4,062
2	3,000	Broadland	2.33	6,990	4,814	33,649,860	4,487
3	3,000	Broadland	2.33	6,990	4,358	30,462,420	4,062
	3,000	Broadland	2.33	6,990	4,814	33,649,860	4,487
	2,000	Broadland	2.33	4,660	4814	22,433,240	2,991
4	2,000	Broadland	2.33	4,660	4,895	22,810,700	3,041
	1,000	Broadland	2.33	2,330	4,712	10,978,960	1,464
5	3,000	Broadland	2.33	6,990	4,895	34,216,050	4,562
	2,000	Broadland	2.33	4,660	4,712	21,957,920	2,928
	1,000	Broadland	2.33	2,330	4,763	11,097,790	1,480
	2,000	Broadland	2.33	4,660	4763	22,195,580	2,959
6	1,000	South Norfolk	2.34	2,340	4,144	9,696,960	1,293
	2,000	South Norfolk	2.34	4,680	4,735	22,159,800	2,955
7	4,000	South Norfolk	2.34	9,360	4,735	44,319,600	5,909
	2,000	South Norfolk	2.34	4,680	4,144	19,393,920	2,586
	2,000	South Norfolk	2.34	4,680	4144	19,393,920	2,586
8	1,000	South Norfolk	2.34	2,340	4,937	11,552,580	1,540
	1,000	South Norfolk	2.34	2,340	4,735	11,079,900	1,477
	1,000	Broadland	2.33	2,330	4,359	10,156,470	1,354

NB: These figures are **not** in addition to figures set out in the population projections in capacity exercise at Appendix 8 & 9 and are merely different options for the redistribution of new dwellings. The options above are not mutually exclusive and they could be used in combination.