

**Table 4d: Comparison Impact**

Store/Centre	Proposed Foodstore		Proposed Comparison Units		Comparison Floorspace Total	
	Trade from Catchment Area (%) (1)	Trade from Catchment Area (£/m)	Trade from Catchment Area (%) (2)	Trade from Catchment Area (£/m)	Trade from Catchment Area (%)	Trade from Catchment Area (£/m)
	<b>100%</b>	<b>£16.3</b>	<b>100%</b>	<b>£8.1</b>	<b>100%</b>	<b>£24.4</b>
Morrisons, Barry	18%	£2.9			12%	£2.9
Tesco, Barry	23%	£3.7	5%	£0.4	17%	£4.1
Iceland, Barry					0%	£0.0
Waitrose, Barry	2%	£0.3			1%	£0.3
Lidl, Barry	2%	£0.3			1%	£0.3
Other, out of centre Barry			5%	£0.4	2%	£0.4
Tesco, Penarth	7%	£1.1			5%	£1.1
Tesco, Culverhouse Cross	10%	£1.6	5%	£0.4	8%	£2.0
Cowbridge Stores					0%	£0.0
Asda, Cardif Bay	4%	£0.7	5%	£0.4	4%	£1.1
Morrisons, Cardiff Bay					0%	£0.0
Tesco Extra/Asda, Bridgend	2%	£0.3	5%	£0.4	3%	£0.7
Bridgend Other					0%	£0.0
Barry Town Centre (excl. Iceland)	10%	£1.6	10%	£0.8	10%	£2.4
Penarth Town Centre			2%	£0.2	1%	£0.2
Culverhouse Cross	5%	£0.8	20%	£1.6	10%	£2.4
Cardiff (All)	7%	£1.1	25%	£2.0	13%	£3.2
Bridgend Town Centre	5%	£0.8	5%	£0.4	5%	£1.2
Bridgend, McArthur Glen			5%	£0.4	2%	£0.4
Other out of centre	5%	£0.8	8%	£0.6	6%	£1.5
<b>Total</b>	<b>100%</b>	<b>£16.3</b>	<b>100%</b>	<b>£8.1</b>	<b>100%</b>	<b>£24.4</b>

Sources: Table 4b

(1) Percentage trade draw has been estimated based on existing convenience shopping patterns

(2) Percentage trade draw based on existing comparison shopping patterns

Table 5d: Comparison Impact Summary

Centre	Proposed Trade Draw from Catchment		Turnover from Catchment Area		Market Share		Total Turnover		Total Impact	
	%	£m	Pre Proposal (£m)	Post Proposal (£m)	Pre Proposal (%)	Post Proposal (%)	Pre Proposal (£m)	Post Proposal (£m)	£m	%
		£24.4		£24.4		6.9%		£27.1		
Barry Town Centre	10%	£2.44	£54.16	£51.73	15%	15%	£63.72	£61.29	-£2.44	-4.50%
Barry out of centre	33%	£8.13	£24.08	£15.96	7%	5%	£28.33	£20.21	-£8.13	-33.75%
Penarth	5%	£1.30	£17.51	£16.21	5%	5%	£20.60	£19.30	-£1.30	-7.43%
Culverhouse Cross	18%	£4.46	£29.61	£25.15	8%	7%	£32.90	£28.44	-£4.46	-15.08%
Llantwit Major	0%	£0.00	£4.18	£4.18	1%	1%	£4.92	£4.92	£0.00	0.00%
Cowbridge	0%	£0.00	£8.30	£8.30	2%	2%	£9.77	£9.77	£0.00	0.00%
Cardiff	17%	£4.22	£163.40	£159.18	46%	45%	£192.24	£188.02	-£4.22	-2.58%
Bridgend	8%	£1.95	£22.16	£20.22	6%	6%	£73.88	£71.93	-£1.95	-8.79%
McArthur Glen, Bridgend	2%	£0.40	£9.72	£9.31	3%	3%	£32.39	£31.99	-£0.40	-4.17%
Talbot Green/Pontyclun	0%	£0.00	£7.06	£7.06	2%	2%	£23.54	£23.54	£0.00	0.00%
Llantrisant	0%	£0.00	£6.64	£6.64	2%	2%	£6.99	£6.99	£0.00	0.00%
Swansea	0%	£0.00	£0.00	£0.00	0%	0%	£0.00	£0.00	£0.00	0.00%
Other Outside Catchment Area	6%	£1.46	£6.90	£5.44	2%	2%	£34.51	£33.05	-£1.46	-21.17%
<b>Total</b>	<b>100%</b>	<b>£24.4</b>	<b>£353.7</b>	<b>£329.4</b>	<b>100%</b>	<b>100%</b>	<b>£523.8</b>	<b>£499.4</b>	<b>-£24.4</b>	<b>-6.9%</b>

1. Product of Tables 3b, 5b, 3d and 4d