

Table 1: Population and convenience goods expenditure per capita

Zone	Population per Zone				Convenience expenditure per capita (£)				
	2018 Population	2021 Population	2026 Population	2031 Population	2018 (inc. sft)	2018	2021	2026	2031
1 Isle of Dogs area	55,278	58,448	62,202	65,107	2,316	2,228	2,209	2,196	2,181
6 Stepney area	79,021	83,124	88,064	92,489	1,534	1,476	1,463	1,455	1,444
7 Roman Road area	61,158	64,157	67,877	70,950	1,877	1,805	1,790	1,780	1,767
8 Chrisp Street area	69,353	77,686	86,873	91,471	1,617	1,555	1,543	1,533	1,523
9 Stratford/ Canning Town area	42,163	43,614	45,133	46,408	1,874	1,803	1,788	1,777	1,765
Total Study Area	306,973	327,029	350,149	366,425	-	-	-	-	-

- Notes:**
- a. Zones based on the postal sectors shown on the plan at Appendix A
 - b. Per capita expenditure derived from Experian MMG3 data (2018 report)
 - c. Population distribution derived from Experian MMG3 data (2018 report)
 - d. Projections to 2031 within Zone 8 (representing the East of Borough Area Action Plan) are derived from planned developments (LBTH Property & Land Audit, April 2020)
 - e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 18
 - f. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 18

2018 Prices

Table 2a: Total convenience goods expenditure available

Zone	Convenience expenditure (£m)			Growth (£m)		
	2021	2026	2031	2021-2026	2026-2031	2021-2031
1 Isle of Dogs area	129.1	136.6	142.0	7.5	5.4	12.9
6 Stepney area	121.6	128.1	133.6	6.5	5.5	12.0
7 Roman Road area	114.9	120.8	125.4	5.9	4.6	10.5
8 Chrisp Street area	119.8	133.2	139.3	13.4	6.1	19.4
9 Stratford/ Canning Town area	78.0	80.2	81.9	2.2	1.7	3.9
Total Study Area	563.4	598.9	622.1	35.5	23.2	58.7

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend (2021)

Zone	Convenience expenditure (£m)		
	Main food	Top-up	Total
1 Isle of Dogs area	96.8	32.3	129.1
6 Stepney area	91.2	30.4	121.6
7 Roman Road area	86.1	28.7	114.9
8 Chrisp Street area	89.9	30.0	119.8
9 Stratford/ Canning Town area	58.5	19.5	78.0
Total Study Area	422.6	140.9	563.4

Notes:

- a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- b. Ratio of main food shopping to top-up food shopping assumed to be 75:25 in line with Nexus Planning professional judgement

2018 Prices

Table 3: Convenience goods shopping patterns

Destination	Total Main Food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main Food (%)	Zone 1 Top-up (%)	Zone 6 Main Food (%)	Zone 6 Top-up (%)	Zone 7 Main Food (%)	Zone 7 Top-up (%)	Zone 8 Main Food (%)	Zone 8 Top-up (%)	Zone 9 Main Food (%)	Zone 9 Top-up (%)
Zone 1													
Canary Wharf Major Centre													
Marks & Spencer, Jubilee Place, Canary Wharf	0.3%	0.5%	0.3%	1.2%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, Cabot Square, Canary Wharf	0.9%	0.2%	0.8%	4.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Canada Square, Canary Wharf	7.4%	4.6%	6.7%	23.7%	15.4%	2.8%	0.0%	2.3%	0.0%	6.2%	0.0%	0.0%	5.2%
Local shops, Canary Wharf District Centre	0.0%	1.4%	0.4%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossharbour District Centre													
Asda, East Ferry Road, Isle Of Dogs	20.4%	5.1%	16.6%	52.3%	11.5%	21.2%	11.1%	2.3%	0.0%	22.0%	0.5%	1.7%	0.0%
Tesco Express, Westward Parade, Isle Of Dogs	0.0%	0.5%	0.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barkantine Estate Neighbourhood Centre													
Westferry Food & Wine, Westferry Road, Isle Of Dogs	0.0%	0.5%	0.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester Road Neighbourhood Parade													
Local shops, Manchester Road, Isle Of Dogs	0.0%	0.5%	0.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar High Street Neighbourhood Centre													
Tesco Express, Poplar High Street, Poplar	0.0%	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Local shops, Poplar District Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Local shops, Poplar High Street, Poplar	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%
Westferry Road Neighbourhood Parade													
Local shops, Westferry Road, Isle Of Dogs	0.0%	1.3%	0.3%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge of Centre													
Co-op, Cassilis Road, Isle Of Dogs	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Tesco Express, (Marsh Wall), Landmark Tower, Westferry Road, Canary Wharf	0.0%	1.7%	0.4%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Manchester Road, Isle Of Dogs	0.0%	3.5%	0.9%	0.0%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Millharbour, Isle Of Dogs	0.0%	2.3%	0.6%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre													
Nisa, Manchester Road, Isle Of Dogs	0.0%	2.2%	0.6%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Store, Narrow Street, Limehouse	0.0%	1.1%	0.3%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	29.0%	27.0%	28.5%	81.3%	93.5%	24.1%	13.2%	4.5%	0.0%	28.2%	11.5%	1.7%	5.2%
Zone 6													
Bethnal Green District Centre													
Iceland, Bethnal Green Road, Bethnal Green	1.0%	0.2%	0.8%	0.0%	0.0%	4.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Bethnal Green Road, Bethnal Green	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, Bethnal Green Road, Bethnal Green	3.7%	4.3%	3.8%	0.0%	0.0%	14.3%	18.5%	2.8%	1.7%	0.0%	0.0%	0.0%	0.0%
Local shops, Bethnal Green District Centre	0.0%	1.8%	0.5%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roman Road West District Centre													
Simplyfresh, Roman Road, Bethnal Green	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ben Jonson Road Neighbourhood Centre													
Costcutter, Ben Jonson Road, Stepney	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge Heath Neighbourhood Centre													
Tesco Express, Hackney Road, Bethnal Green	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%
Limehouse Neighbourhood Centre													
Sainsbury's Local, Commerical Road, Limehouse	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Commerical Road, Limehouse	0.5%	0.9%	0.6%	0.0%	0.0%	2.1%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stepney Green Neighbourhood Centre													
Co-op, Mile End Road, Stepney Green	0.0%	1.0%	0.3%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%
Local shops, Globe Road, Stepney	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Salmon Lane Neighbourhood Centre													
Local shops, Salmons Lane, Limehouse	0.0%	1.9%	0.5%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%
Edge of Centre													
Asda, Anchor Retail Park, Stepney Green	1.3%	2.0%	1.5%	0.0%	0.0%	4.8%	9.5%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Lidl, Burdett Road, Limehouse	5.7%	0.1%	4.3%	3.6%	0.0%	17.2%	0.0%	2.8%	0.0%	4.0%	0.5%	0.0%	0.0%
Premier, Pigott Street, Poplar	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Sainsbury's Local, Mile End Road, Mile End	0.3%	0.0%	0.2%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stepney City Farm, Stepney Way, Stepney Green	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Burdett Road / Frances Wharf, Limehouse	0.0%	2.1%	0.5%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%
Tesco Express, Mile End Road, Mile End	0.0%	0.6%	0.2%	0.0%	0.0%	0.0%	2.2%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Out of Centre													
East London Food Centre, Commercial Road, Stepney Green	0.0%	1.1%	0.3%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nisa, Dod Street, Poplar	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Raj Newsagents , Bonner Road, Bethnal Green	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	12.4%	18.9%	14.0%	3.6%	0.0%	44.6%	74.7%	5.6%	4.2%	6.1%	13.7%	0.0%	0.0%

Table 3: Convenience goods shopping patterns

Destination	Total Main Food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main Food (%)	Zone 1 Top-up (%)	Zone 6 Main Food (%)	Zone 6 Top-up (%)	Zone 7 Main Food (%)	Zone 7 Top-up (%)	Zone 8 Main Food (%)	Zone 8 Top-up (%)	Zone 9 Main Food (%)	Zone 9 Top-up (%)
Zone 7													
Roman Road East District Centre													
Iceland, Roman Road, Bow	1.1%	2.7%	1.5%	0.0%	0.0%	0.0%	0.0%	5.3%	13.5%	0.0%	0.0%	0.0%	0.0%
London Food Centre, Roman Road, Bow	0.0%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%
Roman Road Market, Roman Road, Bow	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, Vernon Road, Bow	3.9%	3.5%	3.8%	0.0%	0.0%	0.7%	0.0%	18.2%	14.7%	0.0%	0.0%	0.0%	2.1%
Local shops, Roman Road, Bow	0.0%	2.3%	0.6%	0.0%	0.0%	0.0%	7.3%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%
Edge of Centre													
Cornucopia Market, Tredegar Road, Bow	0.0%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%
Out of Centre													
Co-op, Bow Road, Bow	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
Hackney													
Bill Hall Greengrocer, Victoria Park Road, Victoria Park	0.0%	1.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%
Ginger Pig, Lauriston Road, Victoria Park	0.0%	1.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%
King Edward Off Licence, King Edward's Road, Hackney	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Well Street, Hackney	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Londis, Lauriston Road, Victoria Park	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Victoria Supermarket, Victoria Park Road, Hackney	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
Village Organic, Lauriston Road, Victoria Park	0.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Well Street Butchers, Well Street, Hackney	0.0%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%
Local shops, Lauriston Road, Victoria Park	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 7	6.0%	15.2%	8.3%	0.0%	0.0%	0.7%	7.3%	28.7%	63.3%	0.0%	2.0%	0.0%	2.1%
Zone 8													
Chrip Street District Centre													
Chrip Street Market, Market Square, Poplar	0.4%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	1.7%	0.0%	0.0%
Co-op, Chrip Street, Poplar	0.7%	1.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	12.2%	0.0%	0.0%
Iceland, Vesey Path, Poplar	1.3%	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	4.4%	0.0%	0.0%
Aberfeldy Street Neighbourhood Centre													
Londis, Aberfeldy Street, Poplar	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Devons Road Neighbourhood Centre													
Denni's Newsagent, Swaton Road, Bow	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Mile End Neighbourhood Centre													
Co-op, Mile End Road, Bow	0.3%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.5%	0.0%	0.0%
Londis, Burdett Road, Mile End	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Local shops, Burdett Road, Tower Hamlets	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Caspian Wharf Neighbourhood Parade													
Tesco Express, Violet Road, Bow	0.0%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	4.3%	0.0%	0.0%
Edge of Centre													
Christle's Mini Market, Burcham Street, Poplar	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%
Costcutter, Wager Street, Mile End	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Nisa, Devons Road, Bow Common	0.3%	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.4%	0.0%	0.0%
Sainsbury's Local, Bromley-By-Bow Station, The Plaza, Devas Street	0.0%	1.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%
Select Convenience, Upper North Street, Poplar	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%
Tesco Express, Merchants Quarter, Bow	0.0%	1.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	10.0%	0.0%	0.0%
Local shops, Hamlets Way, Mile End	0.3%	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	3.3%	0.0%	0.0%
Out of Centre													
Mini Market, Bow Common Lane, Mile End	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%
Nisa, Newport Avenue, Virginia Quay, Poplar	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%
LLDC													
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	6.9%	1.8%	5.6%	0.0%	0.0%	4.8%	0.0%	5.2%	4.1%	31.0%	6.9%	2.5%	0.0%
Sub-total Zone 8	10.4%	10.9%	10.5%	0.0%	0.0%	4.8%	0.0%	5.2%	7.0%	56.0%	68.1%	2.5%	0.0%
Zone 9													
Newham													
Abbey Grocers, Abbey Road, Stratford	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Co-op, Barking Road, Canning Town	0.4%	0.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	3.7%
Iceland, Barking Road, Canning Town	1.2%	3.5%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	16.5%
Jd Corner Shop, Star Lane, Canning Town	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Morrisons, Silvertown Way, Canning Town	3.0%	1.7%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	14.2%	6.3%
S&G Mini Market, Ravenscroft Road, Canning Town	0.0%	1.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%
Tesco Express, Western Gateway, Royal Victoria Dock	0.0%	2.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%
Local shops, Abbey Road, Stratford	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Local shops, Canning Town District Centre	0.4%	1.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	7.5%
Local shops, Star Lane, Canning Town	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%

Table 3: Convenience goods shopping patterns

Destination	Total Main Food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main Food (%)	Zone 1 Top-up (%)	Zone 6 Main Food (%)	Zone 6 Top-up (%)	Zone 7 Main Food (%)	Zone 7 Top-up (%)	Zone 8 Main Food (%)	Zone 8 Top-up (%)	Zone 9 Main Food (%)	Zone 9 Top-up (%)
LLDC													
Marks & Spencer, Westfield, Stratford City	0.3%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%
Sainsbury's Local, Celebration Avenue, Stratford East Village, Stratford	0.7%	0.2%	0.6%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Tesco Express, High Street, Stratford	0.0%	1.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%
Waitrose, Westfield, Stratford City	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 9	6.1%	14.6%	8.2%	3.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.4%	2.4%	23.6%	66.9%
Sub-total // Study Area	64.0%	86.5%	69.6%	87.9%	93.5%	74.2%	95.2%	44.7%	74.5%	92.7%	97.6%	27.7%	74.3%
Total // Tower Hamlets	56.5%	66.1%	58.9%	84.9%	93.5%	88.9%	97.9%	41.9%	48.0%	65.0%	88.3%	1.7%	7.4%
Outside Study Area													
Watney Market District Centre													
Iceland, Watney Street Market, Stepney	1.6%	0.6%	1.4%	0.0%	0.0%	3.6%	2.7%	2.8%	0.0%	2.1%	0.0%	0.0%	0.0%
Whitechapel District Centre													
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	5.1%	0.0%	3.8%	0.0%	0.0%	15.9%	0.0%	5.5%	0.0%	3.7%	0.0%	0.0%	0.0%
Barking and Dagenham													
Aldi, Merriellands Retail Park, Dagenham	0.1%	0.0%	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenwich													
Asda, Bugsby Way, Charlton	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Bugsby's Way, Greenwich Peninsula	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Royal Hill Food & Wine, Royal Hill, Greenwich	0.0%	0.4%	0.1%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Bugsby Way, Charlton Riverside Superstore, Greenw	0.0%	1.1%	0.3%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney													
Sainsbury's Local, Mare Street, Hackney	0.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Dalston Cross Shopping Centre, Dalston	0.9%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%
Tesco Metro, Well Street, Hackney	4.9%	3.1%	4.4%	0.0%	0.0%	0.0%	0.0%	23.7%	15.3%	0.3%	0.0%	0.0%	0.0%
Local shops, Well Street (North), Hackney	0.0%	1.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%
Newham													
Asda, Tollgate Road, Beckton	2.6%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.3%	0.0%
Dewhurst Butchers, Broadway, Stratford	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, 480-482 Barking Road, Plaistow	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.1%
Iceland, Stratford Shopping Centre, Stratford	0.2%	1.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.3%
Lidl, Stratford Centre, Stratford	1.0%	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	1.1%
Lidl, Tollgate Road, Beckton	0.9%	0.0%	0.7%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, The Grove, Stratford	3.3%	0.5%	2.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%	0.0%	14.4%	2.1%
Nisa, Stratford Road, Plaistow	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Nisa, West Ham Lane, West Ham	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Superstore, Claps Gate Lane, Beckton	1.7%	0.2%	1.3%	1.5%	0.0%	4.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.8%	1.1%
Sainsbury's Superstore, The Mall, Stratford	1.5%	0.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	2.7%
Tesco Extra, Gallions Reach, Beckton	5.8%	0.2%	4.4%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	21.9%	1.1%
Local shops, Beckton District Centre	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%
Local shops, Plaistow Road, Stratford	0.0%	1.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%
Redbridge													
Co-op, Longwood Gardens, Clayhall, Ilford	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
Waitrose, High Road, South Woodford	0.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark													
Tesco Extra, Surrey Quays Centre, Surrey Quays	0.2%	0.0%	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock													
Costco, West Thurrock Way, Grays	0.3%	0.0%	0.2%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waltham Forest													
Aldi, Heybridge Way, Leyton	1.3%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Marshall Road, Leyton	2.6%	0.4%	2.0%	0.0%	0.0%	1.4%	0.0%	6.7%	2.1%	0.0%	0.0%	4.2%	0.0%
Costco, Shadbolt Avenue, Chingford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Tesco Superstore, High Road, Leyton	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.1%
Sub-total // Outside Study Area	29.3%	13.0%	25.2%	12.1%	6.5%	6.3%	2.1%	47.1%	25.5%	1.6%	2.4%	72.3%	25.7%
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%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 4: Convenience goods expenditure

Destination	Total Main Food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main Food (£m)	Zone 1 Top-up (£m)	Zone 6 Main Food (£m)	Zone 6 Top-up (£m)	Zone 7 Main Food (£m)	Zone 7 Top-up (£m)	Zone 8 Main Food (£m)	Zone 8 Top-up (£m)	Zone 9 Main Food (£m)	Zone 9 Top-up (£m)
Zone 1													
Canary Wharf Major Centre													
Marks & Spencer, Jubilee Place, Canary Wharf	1.2	0.7	1.8	1.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Metro, Cabot Square, Canary Wharf	4.0	0.3	4.3	4.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Canada Square, Canary Wharf	31.2	6.5	37.7	23.0	5.0	2.6	0.0	2.0	0.0	3.6	0.0	0.0	1.6
Local shops, Canary Wharf District Centre	0.0	2.0	2.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossharbour District Centre													
Asda, East Ferry Road, Isle Of Dogs	86.3	7.2	93.5	50.6	3.7	19.4	3.4	1.9	0.0	12.9	0.1	1.5	0.0
Tesco Express, Westward Parade, Isle Of Dogs	0.0	0.8	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barkantine Estate Neighbourhood Centre													
Westferry Food & Wine, Westferry Road, Isle Of Dogs	0.0	0.8	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road Neighbourhood Parade													
Local shops, Manchester Road, Isle Of Dogs	0.0	0.8	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar High Street Neighbourhood Centre													
Tesco Express, Poplar High Street, Poplar	0.0	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Local shops, Poplar District Centre	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Local shops, Poplar High Street, Poplar	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Westferry Road Neighbourhood Parade													
Local shops, Westferry Road, Isle Of Dogs	0.0	1.8	1.8	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge of Centre													
Co-op, Cassilis Road, Isle Of Dogs	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Tesco Express, (Marsh Wall), Landmark Tower, Westferry Road, Canary Wharf	0.0	2.3	2.3	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Manchester Road, Isle Of Dogs	0.0	4.9	4.9	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Millharbour, Isle Of Dogs	0.0	3.3	3.3	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out of Centre													
Nisa, Manchester Road, Isle Of Dogs	0.0	3.1	3.1	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Store, Narrow Street, Limehouse	0.0	1.5	1.5	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	122.6	38.0	160.6	78.8	30.2	22.0	4.0	3.9	0.0	16.5	2.2	1.5	1.6
Zone 6													
Bethnal Green District Centre													
Iceland, Bethnal Green Road, Bethnal Green	4.4	0.3	4.7	0.0	0.0	4.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Bethnal Green Road, Bethnal Green	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Tesco Metro, Bethnal Green Road, Bethnal Green	15.5	6.1	21.6	0.0	0.0	13.0	5.6	2.4	0.5	0.0	0.0	0.0	0.0
Local shops, Bethnal Green District Centre	0.0	2.5	2.5	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Roman Road West District Centre													
Simplyfresh, Roman Road, Bethnal Green	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Ben Jonson Road Neighbourhood Centre													
Costcutter, Ben Jonson Road, Stepney	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge Heath Neighbourhood Centre													
Tesco Express, Hackney Road, Bethnal Green	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Limehouse Neighbourhood Centre													
Sainsbury's Local, Commerical Road, Limehouse	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Commerical Road, Limehouse	1.9	1.3	3.3	0.0	0.0	1.9	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Stepney Green Neighbourhood Centre													
Co-op, Mile End Road, Stepney Green	0.0	1.4	1.4	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.5	0.0	0.0
Local shops, Globe Road, Stepney	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Salmon Lane Neighbourhood Centre													
Local shops, Salmons Lane, Limehouse	0.0	2.7	2.7	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.5	0.0	0.0
Edge of Centre													
Asda, Anchor Retail Park, Stepney Green	5.6	2.9	8.5	0.0	0.0	4.4	2.9	0.0	0.0	1.2	0.0	0.0	0.0
Lidl, Burdett Road, Limehouse	23.9	0.1	24.0	3.5	0.0	15.7	0.0	2.4	0.0	2.3	0.1	0.0	0.0
Premier, Pigott Street, Poplar	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sainsbury's Local, Mile End Road, Mile End	1.3	0.0	1.3	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stepney City Farm, Stepney Way, Stepney Green	0.0	0.7	0.7	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Burdett Road / Frances Wharf, Limehouse	0.0	3.0	3.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.7	0.0	0.0
Tesco Express, Mile End Road, Mile End	0.0	0.9	0.9	0.0	0.0	0.0	0.7	0.0	0.2	0.0	0.0	0.0	0.0
Out of Centre													
East London Food Centre, Commercial Road, Stepney Green	0.0	1.6	1.6	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Nisa, Dod Street, Poplar	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Raj Newsagents , Bonner Road, Bethnal Green	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	52.6	26.6	79.2	3.5	0.0	40.7	22.7	4.8	1.2	3.6	2.7	0.0	0.0

Table 4: Convenience goods expenditure

Destination	Total Main Food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main Food (£m)	Zone 1 Top-up (£m)	Zone 6 Main Food (£m)	Zone 6 Top-up (£m)	Zone 7 Main Food (£m)	Zone 7 Top-up (£m)	Zone 8 Main Food (£m)	Zone 8 Top-up (£m)	Zone 9 Main Food (£m)	Zone 9 Top-up (£m)
Zone 7													
Roman Road East District Centre													
Iceland, Roman Road, Bow	4.6	3.9	8.5	0.0	0.0	0.0	0.0	4.6	3.9	0.0	0.0	0.0	0.0
London Food Centre, Roman Road, Bow	0.0	1.2	1.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Roman Road Market, Roman Road, Bow	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Tesco Metro, Vernon Road, Bow	16.3	4.9	21.2	0.0	0.0	0.6	0.0	15.7	4.2	0.0	0.0	0.0	0.6
Local shops, Roman Road, Bow	0.0	3.3	3.3	0.0	0.0	0.0	2.2	0.0	1.1	0.0	0.0	0.0	0.0
Edge of Centre													
Cornucopia Market, Tredegar Road, Bow	0.0	1.2	1.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Out of Centre													
Co-op, Bow Road, Bow	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Hackney													
Bill Hall Greengrocer, Victoria Park Road, Victoria Park	0.0	1.6	1.6	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Ginger Pig, Lauriston Road, Victoria Park	0.0	1.8	1.8	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0
King Edward Off Licence, King Edward's Road, Hackney	1.2	0.0	1.2	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Lidl, Well Street, Hackney	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Londis, Lauriston Road, Victoria Park	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Victoria Supermarket, Victoria Park Road, Hackney	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Village Organic, Lauriston Road, Victoria Park	3.3	0.0	3.3	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0
Well Street Butchers, Well Street, Hackney	0.0	1.2	1.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Local shops, Lauriston Road, Victoria Park	0.0	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Sub-total Zone 7	25.4	21.4	46.8	0.0	0.0	0.6	2.2	24.8	18.2	0.0	0.4	0.0	0.6

Table 4: Convenience goods expenditure

Destination	Total Main Food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main Food (£m)	Zone 1 Top-up (£m)	Zone 6 Main Food (£m)	Zone 6 Top-up (£m)	Zone 7 Main Food (£m)	Zone 7 Top-up (£m)	Zone 8 Main Food (£m)	Zone 8 Top-up (£m)	Zone 9 Main Food (£m)	Zone 9 Top-up (£m)
Zone 8													
Chrisp Street District Centre													
Chrisp Street Market, Market Square, Poplar	1.6	0.3	1.9	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0
Co-op, Chrisp Street, Poplar	2.8	2.4	5.2	0.0	0.0	0.0	0.0	0.0	0.0	2.8	2.4	0.0	0.0
Iceland, Vesey Path, Poplar	5.6	0.9	6.4	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.9	0.0	0.0
Aberfeldy Street Neighbourhood Centre													
Londis, Aberfeldy Street, Poplar	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Devons Road Neighbourhood Centre													
Denni's Newsagent, Swaton Road, Bow	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Mile End Neighbourhood Centre													
Co-op, Mile End Road, Bow	1.2	0.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	0.0	0.0
Londis, Burdett Road, Mile End	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Local shops, Burdett Road, Tower Hamlets	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Caspian Wharf Neighbourhood Parade													
Tesco Express, Violet Road, Bow	0.0	1.1	1.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.8	0.0	0.0
Edge of Centre													
Christle's Mini Market, Burcham Street, Poplar	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Costcutter, Wager Street, Mile End	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Nisa, Devons Road, Bow Common	1.3	0.7	1.9	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.7	0.0	0.0
Sainsbury's Local, Bromley-By-Bow Station, The Plaza, Devas Street	0.0	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Select Convenience, Upper North Street, Poplar	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Tesco Express, Merchants Quarter, Bow	0.0	2.5	2.5	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.9	0.0	0.0
Local shops, Hamlets Way, Mile End	1.2	0.6	1.9	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.6	0.0	0.0
Out of Centre													
Mini Market, Bow Common Lane, Mile End	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Nisa, Newport Avenue, Virginia Quay, Poplar	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
LLDC													
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	29.2	2.5	31.8	0.0	0.0	4.4	0.0	4.5	1.2	18.1	1.4	2.2	0.0
Sub-total Zone 8	43.8	15.3	59.1	0.0	0.0	4.4	0.0	4.5	2.0	32.7	13.3	2.2	0.0
Zone 9													
Newham													
Abbey Grocers, Abbey Road, Stratford	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Co-op, Barking Road, Canning Town	1.5	1.1	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.1
Iceland, Barking Road, Canning Town	5.0	4.9	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	4.9
Jd Corner Shop, Star Lane, Canning Town	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Morrisons, Silvertown Way, Canning Town	12.8	2.4	15.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	12.8	1.9
S&G Mini Market, Ravenscroft Road, Canning Town	0.0	2.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Tesco Express, Western Gateway, Royal Victoria Dock	0.0	3.7	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Local shops, Abbey Road, Stratford	0.0	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Local shops, Canning Town District Centre	1.9	2.2	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	2.2
Local shops, Star Lane, Canning Town	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
LLDC													
Marks & Spencer, Westfield, Stratford City	1.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Sainsbury's Local, Celebration Avenue, Stratford East Village, Stratford	2.9	0.3	3.2	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Tesco Express, High Street, Stratford	0.0	1.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Waitrose, Westfield, Stratford City	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 9	26.0	20.5	46.5	2.9	0.0	0.0	0.0	0.5	0.0	1.4	0.5	21.2	20.0
Sub-total // Study Area	270.4	121.8	392.2	85.1	30.2	67.7	28.9	38.5	21.4	54.2	19.0	24.9	22.3
Total // Tower Hamlets	239.0	93.2	332.1	82.2	30.2	81.1	29.8	36.1	13.8	38.0	17.2	1.5	2.2

Table 4: Convenience goods expenditure

Destination	Total Main Food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main Food (£m)	Zone 1 Top-up (£m)	Zone 6 Main Food (£m)	Zone 6 Top-up (£m)	Zone 7 Main Food (£m)	Zone 7 Top-up (£m)	Zone 8 Main Food (£m)	Zone 8 Top-up (£m)	Zone 9 Main Food (£m)	Zone 9 Top-up (£m)
Outside Study Area													
Watney Market District Centre													
Iceland, Watney Street Market, Stepney	6.9	0.8	7.7	0.0	0.0	3.2	0.8	2.4	0.0	1.2	0.0	0.0	0.0
Whitechapel District Centre													
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	21.4	0.0	21.4	0.0	0.0	14.5	0.0	4.7	0.0	2.1	0.0	0.0	0.0
Barking and Dagenham													
Aldi, Merrielands Retail Park, Dagenham	0.6	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenwich													
Asda, Bugsby Way, Charlton	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Bugsby's Way, Greenwich Peninsula	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Royal Hill Food & Wine, Royal Hill, Greenwich	0.0	0.6	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Bugsby Way, Charlton Riverside Superstore, Greenwich	0.0	1.5	1.5	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hackney													
Sainsbury's Local, Mare Street, Hackney	3.3	0.0	3.3	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Dalston Cross Shopping Centre, Dalston	3.7	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0
Tesco Metro, Well Street, Hackney	20.6	4.4	25.0	0.0	0.0	0.0	0.0	20.4	4.4	0.2	0.0	0.0	0.0
Local shops, Well Street (North), Hackney	0.0	1.8	1.8	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Newham													
Asda, Tollgate Road, Beckton	11.1	0.0	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.0
Dewhurst Butchers, Broadway, Stratford	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, 480-482 Barking Road, Plaistow	0.7	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3
Iceland, Stratford Shopping Centre, Stratford	0.7	1.9	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.9
Lidl, Stratford Centre, Stratford	4.4	0.3	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.3
Lidl, Tollgate Road, Beckton	4.0	0.0	4.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Grove, Stratford	13.8	0.6	14.5	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0	13.0	0.6
Nisa, Stratford Road, Plaistow	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Nisa, West Ham Lane, West Ham	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Sainsbury's Superstore, Claps Gate Lane, Beckton	7.3	0.3	7.6	1.5	0.0	3.8	0.0	1.2	0.0	0.0	0.0	0.7	0.3
Sainsbury's Superstore, The Mall, Stratford	6.5	0.8	7.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.8
Tesco Extra, Gallions Reach, Beckton	24.4	0.3	24.7	4.5	0.0	0.0	0.0	0.0	0.0	0.2	0.0	19.7	0.3
Local shops, Beckton District Centre	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Local shops, Plaistow Road, Stratford	0.0	2.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Redbridge													
Co-op, Longwood Gardens, Clayhall, Ilford	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Waitrose, High Road, South Woodford	3.3	0.0	3.3	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0
Southwark													
Tesco Extra, Surrey Quays Centre, Surrey Quays	0.6	0.0	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock													
Costco, West Thurrock Way, Grays	1.2	0.0	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waltham Forest													
Aldi, Heybridge Way, Leyton	5.7	0.0	5.7	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0
Asda, Marshall Road, Leyton	10.8	0.6	11.4	0.0	0.0	1.3	0.0	5.7	0.6	0.0	0.0	3.7	0.0
Costco, Shadbolt Avenue, Chingford	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Tesco Superstore, High Road, Leyton	0.7	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3
Sub-total // Outside Study Area	123.9	18.2	171.3	11.7	2.1	23.5	1.5	47.7	7.3	4.3	0.5	65.0	7.7
Total	422.6	140.9	563.5	96.8	32.3	91.2	30.4	86.2	28.7	58.5	19.5	89.9	30.0

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 5: Convenience goods benchmark

Destination	Gross Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
Zone 1								
Canary Wharf Major Centre								
Marks & Spencer, Jubilee Place, Canary Wharf	1,929.7	1,206.4	977.2	10,476.0	10.2	1.8	8.4	0.0
Tesco Metro, Cabot Square, Canary Wharf	2,582.0	1,493.3	1,353.3	13,796.7	18.7	4.3	14.4	0.0
Waitrose, Canada Square, Canary Wharf	10,296.3	5,505.4	4,972.6	12,940.2	64.3	37.7	26.6	0.0
Local shops, Canary Wharf District Centre	-	-	-	-	2.0	2.0	0.0	0.0
Crossharbour District Centre								
Asda, East Ferry Road, Isle Of Dogs	8,799.0	5,951.7	4,004.4	13,659.3	54.7	93.5	0.0	38.8
Tesco Express, Westward Parade, Isle Of Dogs	368.3	257.2	238.4	13,796.7	3.3	0.8	0.0	-2.5
Barkantine Estate Neighbourhood Centre								
Westferry Food & Wine, Westferry Road, Isle Of Dogs	-	-	-	-	0.8	0.8	0.0	0.0
Manchester Road Neighbourhood Parade								
Local shops, Manchester Road, Isle Of Dogs	-	-	-	-	0.8	0.8	0.0	0.0
Poplar High Street Neighbourhood Centre								
Tesco Express, Poplar High Street, Poplar	361.2	252.2	233.8	13,796.7	3.2	1.2	0.0	-2.0
Local shops, Poplar District Centre	-	-	-	-	0.2	0.2	0.0	0.0
Local shops, Poplar High Street, Poplar	-	-	-	-	0.6	0.6	0.0	0.0
Westferry Road Neighbourhood Parade								
Local shops, Westferry Road, Isle Of Dogs	-	-	-	-	1.8	1.8	0.0	0.0
Edge of Centre								
Co-op, Cassilis Road, Isle Of Dogs	294.1	192.2	169.5	10,823.6	1.8	0.1	0.0	-1.7
Tesco Express, (Marsh Wall), Landmark Tower, Westferry Road, Canary Wharf	361.2	252.2	233.8	13,796.7	3.2	2.3	0.0	-0.9
Tesco Express, Manchester Road, Isle Of Dogs	477.6	180.0	166.9	13,796.7	2.3	4.9	0.0	2.6
Tesco Express, Millharbour, Isle Of Dogs	322.8	225.4	208.9	13,796.7	2.9	3.3	0.0	0.4
Out of Centre								
Nisa, Manchester Road, Isle Of Dogs	-	-	-	-	3.1	3.1	0.0	0.0
Riverside Store, Narrow Street, Limehouse	-	-	-	-	1.5	1.5	0.0	0.0
Sub-total Zone 1	-	-	-	-	175.5	160.6	49.5	34.6
Zone 6								
Bethnal Green District Centre								
Iceland, Bethnal Green Road, Bethnal Green	807.0	427.5	425.7	6,859.2	2.9	4.7	0.0	1.8
Sainsbury's Local, Bethnal Green Road, Bethnal Green	492.0	282.4	268.5	11,691.3	3.1	0.5	0.0	-2.7
Tesco Metro, Bethnal Green Road, Bethnal Green	2,820.0	1,578.8	1,446.1	13,796.7	20.0	21.6	0.0	1.6
Local shops, Bethnal Green District Centre	-	-	-	-	2.5	2.5	0.0	0.0
Roman Road West District Centre								
Simplyfresh, Roman Road, Bethnal Green	-	-	-	-	0.3	0.3	0.0	0.0
Ben Jonson Road Neighbourhood Centre								
Costcutter, Ben Jonson Road, Stepney	-	-	-	-	0.3	0.3	0.0	0.0
Cambridge Heath Neighbourhood Centre								
Tesco Express, Hackney Road, Bethnal Green	410.0	219.6	203.6	13,796.7	2.8	0.6	0.0	-2.2
Limehouse Neighbourhood Centre								
Sainsbury's Local, Commerical Road, Limehouse	445.6	219.6	208.8	11,691.3	2.4	0.3	0.0	-2.1
Tesco Express, Commerical Road, Limehouse	386.8	270.2	250.5	13,796.7	3.5	3.3	0.0	-0.2
Stepney Green Neighbourhood Centre								
Co-op, Mile End Road, Stepney Green	430.6	254.7	224.5	10,823.6	2.4	1.4	0.0	-1.0
Local shops, Globe Road, Stepney	-	-	-	-	0.3	0.3	0.0	0.0
Salmon Lane Neighbourhood Centre								
Local shops, Salmons Lane, Limehouse	-	-	-	-	2.7	2.7	0.0	0.0
Edge of Centre								
Asda, Anchor Retail Park, Stepney Green	3,339.6	2,430.7	1,968.9	13,659.3	26.9	8.5	0.0	-18.4
Lidl, Burdett Road, Limehouse	1,567.9	1,087.2	972.0	10,103.0	9.8	24.0	0.0	14.2
Premier, Pigott Street, Poplar	-	-	-	-	0.1	0.1	0.0	0.0
Sainsbury's Local, Mile End Road, Mile End	406.0	233.0	221.5	11,691.3	2.6	1.3	0.0	-1.3
Stepney City Farm, Stepney Way, Stepney Green	-	-	-	-	0.7	0.7	0.0	0.0
Tesco Express, Burdett Road / Frances Wharf, Limehouse	90.0	62.9	58.3	13,796.7	0.8	3.0	0.0	2.2
Tesco Express, Mile End Road, Mile End	567.9	396.6	367.7	13,796.7	5.1	0.9	0.0	-4.2
Out of Centre								
East London Food Centre, Commercial Road, Stepney Green	-	-	-	-	1.6	1.6	0.0	0.0
Nisa, Dod Street, Poplar	-	-	-	-	0.2	0.2	0.0	0.0
Raj Newsagents , Bonner Road, Bethnal Green	-	-	-	-	0.3	0.3	0.0	0.0
Sub-total Zone 6	-	-	-	-	91.4	79.2	0.0	-12.3

Table 5: Convenience goods benchmark

Destination	Gross Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
Zone 7								
Roman Road East District Centre								
Iceland, Roman Road, Bow	559.5	298.8	297.5	6,859.2	2.0	8.5	0.0	6.4
London Food Centre, Roman Road, Bow	-	-	-	-	1.2	1.2	0.0	0.0
Roman Road Market, Roman Road, Bow	-	-	-	-	0.2	0.2	0.0	0.0
Tesco Metro, Vernon Road, Bow	2,623.0	1,517.1	1,374.9	13,796.7	19.0	21.2	0.0	2.2
Local shops, Roman Road, Bow	-	-	-	-	3.3	3.3	0.0	0.0
Edge of Centre								
Cornucopia Market, Tredegar Road, Bow	-	-	-	-	1.2	1.2	0.0	0.0
Out of Centre								
Co-op, Bow Road, Bow	130.1	83.6	75.3	10,823.6	0.8	0.4	0.0	-0.4
Sub-total Zone 7	-	-	-	-	27.7	35.9	0.0	8.2
Zone 8								
Chrisp Street District Centre								
Chrisp Street Market, Market Square, Poplar	-	-	-	-	1.9	1.9	0.0	0.0
Co-op, Chrisp Street, Poplar	2,238.5	1,463.1	1,369.6	10,823.6	14.8	5.2	0.0	-9.7
Iceland, Vesey Path, Poplar	1,011.8	479.7	477.6	6,859.2	3.3	6.4	0.0	3.1
Aberfeldy Street Neighbourhood Centre								
Londis, Aberfeldy Street, Poplar	-	-	-	-	0.2	0.2	0.0	0.0
Devons Road Neighbourhood Centre								
Denni's Newsagent, Swaton Road, Bow	-	-	-	-	0.1	0.1	0.0	0.0
Mile End Neighbourhood Centre								
Co-op, Mile End Road, Bow	382.7	250.1	220.5	10,823.6	2.4	1.3	0.0	-1.1
Londis, Burdett Road, Mile End	-	-	-	-	0.1	0.1	0.0	0.0
Local shops, Burdett Road, Tower Hamlets	-	-	-	-	0.9	0.9	0.0	0.0
Caspian Wharf Neighbourhood Parade								
Tesco Express, Violet Road, Bow	350.6	236.7	219.4	13,796.7	3.0	1.1	0.0	-2.0
Edge of Centre								
Christle's Mini Market, Burcham Street, Poplar	-	-	-	-	0.6	0.6	0.0	0.0
Costcutter, Wager Street, Mile End	-	-	-	-	0.1	0.1	0.0	0.0
Nisa, Devons Road, Bow Common	-	-	-	-	1.9	1.9	0.0	0.0
Sainsbury's Local, Bromley-By-Bow Station, The Plaza, Devas Street	421.7	242.0	230.1	11,691.3	2.7	1.4	0.0	-1.3
Select Convenience, Upper North Street, Poplar	-	-	-	-	0.6	0.6	0.0	0.0
Tesco Express, Merchants Quarter, Bow	350.6	226.8	210.2	13,796.7	2.9	2.5	0.0	-0.4
Local shops, Hamlets Way, Mile End	-	-	-	-	1.9	1.9	0.0	0.0
Out of Centre								
Mini Market, Bow Common Lane, Mile End	-	-	-	-	0.6	0.6	0.0	0.0
Nisa, Newport Avenue, Virginia Quay, Poplar	-	-	-	-	0.3	0.3	0.0	0.0
Sub-total Zone 8	-	-	-	-	38.6	27.4	0.0	-11.2
Zone 9								
-	-	-	-	-	-	-	-	-
Sub-total Zone 9	-	-	-	-	-	-	-	-
Outside Study Area								
Watney Market District Centre								
Iceland, Watney Street Market, Stepney	838.1	389.7	388.1	6,859.2	2.7	7.7	0.0	5.0
Whitechapel District Centre								
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	9,051.5	5,616.7	4,181.5	11,691.3	48.9	21.4	0.0	-27.5
Sub-total // Outside Study Area	-	-	-	-	51.5	29.1	0.0	-22.5
Total // Tower Hamlets	-	-	-	-	384.7	332.1	49.5	-3.1

Notes:

a. Gross floorspace derived from Council records, Nexus Planning assessment, StorePoint or Valuation Office Agency (VOA) records

b. Net floorspace derived from Council records where available or based on Nexus Planning professional judgement

c. Proportion of net floorspace dedicated to convenience goods sales generally taken from company benchmark average (exceptions relate to: small convenience stores, which we have assumed will be 95% convenience goods; larger superstores of between 4,000 sq.m and 5,000 sq.m net sales, which we have assumed will be 60% convenience goods; and, superstores providing more than 5,000 sq.m net sales, which we have assumed will be 60% convenience goods)

d. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers (2018) and Mintel Retail Rankings (2018)

e. It is assumed that all unnamed convenience stores and independent stores are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)

f. Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4

2018 Prices

Table 6a: Estimated 'capacity' for new convenience goods facilities in Tower Hamlets

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	384.7	332.1	49.5	-3.1
2026	387.8	353.0	52.6	17.8
2031	387.8	366.7	54.6	33.6
Market Share of Study Area (%)		58.9		

Notes:

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Tower Hamlets facilities at 58.3% from the Study Area

2018 Prices

Table 6b: Estimated 'capacity' for new convenience goods facilities in Tower Hamlets

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	-3.1	-200	-400
2026	17.8	1,400	2,400
2031	33.6	2,600	4,600

Notes:

- a. Average sales density assumed to be £12,872 per sq m (at 2021), based on the average sales density of supermarket foodstore operators
b. Average sales density assumed to be £7,348 per sq m (at 2021), based on the average sales density of Aldi, Lidl and other discount retail operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)

2018 Prices

London Borough of Tower Hamlets Retail Needs Assessment

Nexus Planning

Table 6c: Relevant AAP commitments (convenience)

Destination	Reference	Original Site Reference	Net Convenience Floorspace (sq m)	Estimated Sales Density (£ per sq m)	Estimated Convenience Turnover (£m)	Proposal
Leven Road Gas Works	PA/18/02803/A1	1.13	750	8,000	6.0	2,800 new homes, 2,500 sq m of commercial space, 2,700 sq m of employment space and 1 ha public
Orchard Wharf/ Castle Wharf	PA/16/01763/A1	1.19	94	8,000	0.8	Residential-led development, 24 storey tower with stepped blocks of 20, 17, 11 and 8 storeys.
Aberfeldy Estate	PA/11/02716/P0	1.1	436	8,000	3.5	Total including projected units estimated 2,500.
Islay Wharf	PA/19/01760/A1	1.15	88	8,000	0.7	Mixed use development comprising 2 blocks between 12 storeys and 21 storeys
Tram Shed/ Poplar Bus	PA/19/02148/A1	1.22	127	8,000	1.0	Awaiting determination
Leven Wharf	PA/16/02140/A1	1.8	73	8,000	0.6	Part 7, part 11 storey mixed use building with basement parking
<i>Halsville Quarter P2/3</i>	<i>17/04046/REM</i>	<i>2.20</i>	<i>1,434</i>	<i>8,000</i>	<i>11.5</i>	<i>NEWHAM: Canning Town Centre redevelopment</i>
<i>Silvertown Way</i>	<i>16/03428/FUL</i>	<i>2.28</i>	<i>413</i>	<i>8,000</i>	<i>3.3</i>	<i>NEWHAM: Residential, hotel, commercial floorspace</i>
<i>Thameside West</i>	<i>18/03557/OUT</i>	<i>2.40</i>	<i>1,842</i>	<i>8,000</i>	<i>14.7</i>	<i>NEWHAM: Awaiting determination following Mayoral call-in. Hybrid application for the demolition of existing buildings and the construction of new buildings up to 26 storeys, comprising 5,000 new homes; 19,441 sq.m. of flexible employment floorspace; 7,368 sq.m. of flexible retail floorspace; 7,055 sq.m. of community and leisure floorspace</i>
Blackwall Yard	PA/19/02559	2.45	600	8,000	4.8	Awaiting determination
Chrisp Street Market	PA/16/01612/A1	2.8	3,077	8,000	24.6	Demolition of existing buildings, erection of 19 new buildings from 3-25 storeys
Bow Common Gas Works	PA/19/02379	2.10	194	8,000	1.5	Awaiting determination
Stroudley Walk Market	PA/19/01921/NC	3.1	95	8,000	0.8	Awaiting determination. EIA Scoping Report received for up to 290 units (C3) and retail uses (A1/A2/A3) up to 25 storeys in height
<i>Sugar House Island</i>	<i>12/00336/LTGOUT</i>	<i>2.30</i>	<i>400</i>	<i>8,000</i>	<i>3.2</i>	<i>LLDC: Flexible mixed-use floorspace.</i>
<i>Tesco</i>	<i>17/00525/SCOES</i>	<i>2.41</i>	<i>1,437</i>	<i>8,000</i>	<i>11.5</i>	<i>LLDC: Awaiting determination. EIA Scoping Report received for up to 670 units (C3) and commercial uses including retail (A1/A2/A3/A4)</i>
<i>Imperial-by-Lea</i>	<i>17/00344/FUL</i>	<i>2.38</i>	<i>205</i>	<i>8,000</i>	<i>1.6</i>	<i>LLDC: 491 residential units (C3) and 3,570 sq m of community, commercial and retail floorspace (A1/A2/A3/A4/B1/D1)</i>
<i>Stephenson Street</i>	<i>17/01847/OUT</i>	<i>2.18</i>	<i>3,677</i>	<i>8,000</i>	<i>29.4</i>	<i>NEWHAM: 3,810 new homes, 25,000 sq m of retail and commercial space, 5 ha of public realm, a new community centre and a 1,000 pupil secondary school</i>
Total			14,940		119.5	

Notes:

- a. Sales density assumed to be £8,000 based on Nexus Planning judgement where the format or occupier has not been referenced within the application.
- b. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application
- c. Commitments within London Borough of Tower Hamlets are identified in plain text
- d. Commitments outside of London Borough of Tower Hamlets are identified in *italics*
- e. Committments awaiting determination are identified in grey

2018 Prices

Table 6d: Net quantitative 'capacity' for new convenience goods facilities in Tower Hamlets

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	-3.1	119.5	-122.6	-9,600	-16,800
2026	17.8	120.5	-102.6	-8,000	-14,000
2031	33.6	120.5	-86.9	-6,800	-11,800

Notes:

- a. Average sales density assumed to be £12,872 per sq m (at 2021), based on the average sales density of supermarket foodstore operators
- b. Average sales density assumed to be £7,348 per sq m (at 2021), based on the average sales density of Aldi, Lidl and other discount retail operators
- c. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)
- d. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)

2018 Prices

London Borough of Tower Hamlets Retail Needs Assessment

Nexus Planning

Table 6e: Relevant AAP commitments (convenience) (Estimated Convenience Turnover adjusted)

Destination	Reference	Original Site Reference	Net Convenience Floorspace (sq m)	Estimated Sales Density (£ per sq m)	Estimated Convenience Turnover (£m)	Proposal
Leven Road Gas Works	PA/18/02803/A1	1.13	750	8,000	6.0	2,800 new homes, 2,500 sq m of commercial space, 2,700 sq m of employment space and 1 ha public realm.
Orchard Wharf/ Castle Wharf	PA/16/01763/A1	1.19	94	8,000	0.8	Residential-led development, 24 storey tower with stepped blocks of 20, 17, 11 and 8 storeys.
Aberfeldy Estate	PA/11/02716/P0	1.1	436	8,000	3.5	Total including projected units estimated 2,500.
Islay Wharf	PA/19/01760/A1	1.15	88	8,000	0.7	Mixed use development comprising 2 blocks between 12 storeys and 21 storeys
Tram Shed/ Poplar Bus Garage	PA/19/02148/A1	1.22	127	8,000	1.0	Awaiting determination
Leven Wharf	PA/16/02140/A1	1.8	73	8,000	0.6	Part 7, part 11 storey mixed use building with basement parking
<i>Halsville Quarter P2/3</i>	<i>17/04046/REM</i>	<i>2.20</i>	<i>1,434</i>	<i>8,000</i>	<i>1.1</i>	<i>NEWHAM: Canning Town Centre redevelopment</i>
<i>Silvertown Way</i>	<i>16/03428/FUL</i>	<i>2.28</i>	<i>413</i>	<i>8,000</i>	<i>0.3</i>	<i>NEWHAM: Residential, hotel, commercial floorspace</i>
<i>Thameside West</i>	<i>18/03557/OUT</i>	<i>2.40</i>	<i>1,842</i>	<i>8,000</i>	<i>1.5</i>	<i>NEWHAM: Awaiting determination following Mayoral call-in. Hybrid application for the demolition of existing buildings and the construction of new buildings up to 26 storeys, comprising 5,000 new homes; 19,441 sq.m. of flexible employment floorspace; 7,368 sq.m. of flexible retail floorspace; 7,055 sq.m. of community and leisure floorspace</i>
Blackwall Yard	PA/19/02559	2.45	600	8,000	4.8	Awaiting determination
Chrisp Street Market	PA/16/01612/A1	2.8	3,077	8,000	24.6	Demolition of existing buildings, erection of 19 new buildings from 3-25 storeys
Bow Common Gas Works	PA/19/02379	2.10	194	8,000	1.5	Awaiting determination
Stroudley Walk Market	PA/19/01921/NC	3.1	95	8,000	0.8	Awaiting determination. EIA Scoping Report received for up to 290 units (C3) and retail uses (A1/A2/A3) up to 25 storeys in height
<i>Sugar House Island</i>	<i>12/00336/LTGOUT</i>	<i>2.30</i>	<i>400</i>	<i>8,000</i>	<i>0.3</i>	<i>LLDC: Flexible mixed-use floorspace.</i>
<i>Tesco</i>	<i>17/00525/SCOES</i>	<i>2.41</i>	<i>1,437</i>	<i>8,000</i>	<i>1.1</i>	<i>LLDC: Awaiting determination. EIA Scoping Report received for up to 670 units (C3) and commercial uses including retail (A1/A2/A3/A4)</i>
<i>Imperial-by-Lea</i>	<i>17/00344/FUL</i>	<i>2.38</i>	<i>205</i>	<i>8,000</i>	<i>0.2</i>	<i>LLDC: 491 residential units (C3) and 3,570 sq m of community, commercial and retail floorspace (A1/A2/A3/A4/B1/D1)</i>
<i>Stephenson Street</i>	<i>17/01847/OUT</i>	<i>2.18</i>	<i>3,677</i>	<i>8,000</i>	<i>2.9</i>	<i>NEWHAM: 3,810 new homes, 25,000 sq m of retail and commercial space, 5 ha of public realm, a new community centre and a 1,000 pupil secondary school</i>
Total			14,940		51.8	

Notes:

- a. Sales density assumed to be £8,000 based on Nexus Planning judgement where the format or occupier has not been referenced within the application.
- b. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application

2018 Prices

Table 6f: Potential net quantitative 'capacity' for new convenience goods facilities in Tower Hamlets (Estimated Turnover Adjusted)

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	-3.1	51.8	-54.9	-4,300	-7,500
2026	17.8	52.2	-34.4	-2,700	-4,700
2031	33.6	52.2	-18.6	-1,500	-2,500

Notes:

- a. Average sales density assumed to be £12,905 per sq m, based on the average sales density of supermarket foodstore operators
- b. Average sales density assumed to be £7,312 per sq m, based on the average sales density of Aldi, Lidl and other discount retail operators
- c. Residual calculated by subtracting turnover of pending commitments (sourced from Table 6e) from surplus expenditure (sourced from Table 6d)
- d. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)

2018 Prices

Table 7a: Population

Zone	2021 Population	2026 Population	2031 Population
1 Isle of Dogs area	58,448	62,202	65,107
6 Stepney area	83,124	88,064	92,489
7 Roman Road area	64,157	67,877	70,950
8 Christ Street area	77,686	86,873	91,471
9 Stratford/ Canning Town area	43,614	45,133	46,408
Total Study Area	327,029	350,149	366,425

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)								
	Clothes 2021 (inc sft)	Books etc 2021 (inc sft)	Household 2021 (inc sft)	Recreation 2021 (inc sft)	Chemist 2021 (inc sft)	Electrical 2021 (inc sft)	DIY 2021 (inc sft)	Furniture 2021 (inc sft)	Total 2021 (inc sft)	Clothes 2021	Books etc 2021	Household 2021	Recreation 2021	Chemist 2021	Electrical 2021	DIY 2021	Furniture 2021	Total 2021	Clothes 2026	Books etc 2026	Household 2026	Recreation 2026	Chemist 2026	Electrical 2026	DIY 2026	Furniture 2026	Total 2026	Clothes 2031	Books etc 2031	Household 2031	Recreation 2031	Chemist 2031	Electrical 2031	DIY 2031	Furniture 2031	Total 2031
1 Isle of Dogs area	1,009	226	765	288	267	547	167	293	3,562	789	176	598	225	209	428	131	229	2,786	884	198	670	253	234	479	147	257	3,121	993	222	753	284	263	539	165	289	3,507
6 Stepney area	691	132	554	210	456	312	119	184	2,658	540	103	434	164	356	244	93	144	2,078	605	115	486	184	399	274	104	162	2,329	680	130	546	206	449	307	117	182	2,617
7 Roman Road area	843	176	684	256	691	425	152	260	3,486	659	137	535	200	541	332	119	203	2,726	739	154	599	224	606	372	133	227	3,054	830	173	673	252	680	418	149	256	3,432
8 Christ Street area	740	126	570	212	892	301	122	180	3,143	579	98	446	166	698	236	95	141	2,458	649	110	499	186	782	264	107	158	2,754	729	124	561	208	878	297	120	177	3,094
9 Stratford/ Canning Town area	899	130	613	225	1,096	310	135	202	3,610	703	102	479	176	857	243	106	158	2,823	787	114	537	197	960	272	118	177	3,163	885	128	603	222	1,079	305	133	199	3,554

Notes:
a. Zones based on the postal sectors shown on the plan at Appendix A
b. Per capita expenditure derived from Experian MMG3 data (2018 report)
c. Population distribution derived from Experian MMG3 data (2018 report)
d. Projections to 2031 within Zone 8 (representing the East of Borough Area Action Plan) are derived from planned developments (LBTH Property & Land Audit, April 2020)
e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 18
f. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 18
2018 Prices

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£)									Comparison goods expenditure (£)									Comparison goods expenditure (£)								
	Clothes 2021	Books etc 2021	Household 2021	Recreation 2021	Chemist 2021	Electrical 2021	DIY 2021	Furniture 2021	Total 2021	Clothes 2026	Books etc 2026	Household 2026	Recreation 2026	Chemist 2026	Electrical 2026	DIY 2026	Furniture 2026	Total 2026	Clothes 2031	Books etc 2031	Household 2031	Recreation 2031	Chemist 2031	Electrical 2031	DIY 2031	Furniture 2031	Total 2031
1 Isle of Dogs area	46.1	10.3	35.0	13.2	12.2	25.0	7.6	13.4	162.8	55.0	12.3	41.7	15.7	14.6	29.8	9.1	16.0	194.1	64.7	14.5	49.0	18.5	17.1	35.1	10.7	18.8	228.3
6 Stepney area	44.9	8.6	36.0	13.6	29.6	20.3	7.7	12.0	172.8	53.3	10.1	42.8	16.2	35.2	24.1	9.2	14.2	205.1	62.9	12.0	50.5	19.1	41.5	28.4	10.8	16.8	242.0
7 Roman Road area	42.3	8.8	34.3	12.8	34.7	21.3	7.6	13.0	174.9	50.1	10.5	40.7	15.2	41.1	25.3	9.0	15.4	207.3	58.9	12.3	47.8	17.9	48.3	29.7	10.6	18.1	243.5
8 Chrisp Street area	45.0	7.6	34.6	12.9	54.2	18.3	7.4	10.9	190.9	56.4	9.6	43.4	16.1	67.9	22.9	9.3	13.7	239.2	66.7	11.3	51.3	19.1	80.3	27.2	11.0	16.2	283.1
9 Stratford/ Canning Town are	30.6	4.4	20.9	7.7	37.4	10.6	4.6	6.9	123.1	35.5	5.1	24.2	8.9	43.3	12.3	5.3	8.0	142.8	41.1	5.9	28.0	10.3	50.1	14.2	6.2	9.3	164.9
Total Study Area	208.9	39.7	160.8	60.2	168.1	95.5	35.0	56.3	824.5	250.3	47.6	192.7	72.1	202.1	114.4	41.9	67.4	988.5	294.2	56.0	226.6	84.8	237.3	134.5	49.3	79.2	1,161.8

Notes:

a. Zones based on the postal sectors shown on the plan at Appendix A

b. Per capita expenditure derived from Experian MMG3 data (2018 report)

c. Population distribution derived from Experian MMG3 data (2018 report)

d. Projections to 2031 within Zone 8 (representing the East of Borough Area Action Plan) are derived from planned developments (LBTH Property & Land Audit, April 2020)

e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 18

f. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 18

2018 Prices

Table 9: Clothing & footwear goods shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	3.1%	8.5%	2.9%	1.8%	1.3%	0.0%
Crossharbour District Centre						
Crossharbour District Centre	0.5%	2.3%	0.0%	0.0%	0.0%	0.0%
Asda, East Ferry Road, Isle of Dogs	3.1%	7.9%	0.0%	0.9%	7.8%	0.0%
Sub-total Zone 1	6.6%	18.7%	2.9%	2.7%	9.1%	0.0%
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Burdett Road, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 7						
Roman Road East District Centre						
Bow District Centre	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%
Hackney						
Hackney Wick District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Victoria Park Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Screwfix, Maverton Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 7	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Mile End Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 8	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%
Zone 9						
Newham						
Abbey Road, Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Silvertown Way, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Manor Road, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Westfield Stratford City, London	57.7%	40.5%	56.1%	78.2%	67.3%	51.3%
Sub-total Zone 9	57.7%	40.5%	56.1%	78.2%	67.3%	51.3%
Sub-total // Study Area	7.0%	18.7%	4.7%	2.7%	9.1%	0.0%
Total // Tower Hamlets	7.0%	18.7%	4.7%	2.7%	9.1%	0.0%

Table 9: Clothing & footwear goods shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitechapel District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	1.2%	0.0%	0.0%	6.1%	0.0%	0.0%
Barking and Dagenham						
Barking District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Merriellands Retail Park, Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon						
Basildon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxbourne						
Cheshunt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	0.5%	2.3%	0.0%	0.0%	0.0%	0.0%
Enfield						
Fore Street, Enfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Glover Drive, Tottenham (Edmonton)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenwich						
Charlton District Centre	0.9%	3.2%	0.0%	0.9%	0.0%	0.0%
Bugsby Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peninsular Retail Park, Bugsby's Way, Greenwich	0.4%	0.0%	1.9%	0.0%	0.0%	0.0%
Screwfix, Ramac Way, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stonelake Retail Park, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thompsons Garden Centre, Shooters Hill, Welling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Blackheath Road, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney						
Dalston District Centre	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%
Hackney Central District Centre	0.5%	0.0%	0.0%	2.3%	0.0%	0.0%
Homerton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shoreditch District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonigra Pharmacy, Well Street, Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.2%	0.0%	0.0%	0.0%	1.1%	0.0%
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tottenham Hale Retail Park, Tottenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havering						
Romford Town Centre	0.6%	0.0%	0.0%	0.0%	0.4%	2.3%
Rainham Town Centre	0.5%	0.0%	0.0%	0.0%	0.0%	2.3%
Gallows Corner Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Eastern Avenue West, Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Islington						
Essex Road, Islington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham						
Lewisham District Centre	1.8%	8.4%	0.0%	0.0%	0.0%	0.0%

Table 9: Clothing & footwear goods shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)
LLDC						
Bromley-By-Bow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newham						
Beckton District Centre	0.5%	2.3%	0.0%	0.0%	0.0%	0.0%
East Ham District Centre	0.8%	0.0%	0.0%	0.0%	0.0%	3.5%
Plaistow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford Town Centre	2.2%	4.4%	0.9%	0.0%	2.2%	3.5%
Upton Park District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Ham District Centre	0.5%	0.0%	2.4%	0.0%	0.0%	0.0%
Asda, Tollgate Road, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Retail Park, Alpine Way, Beckton	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	1.5%	0.0%	0.0%	0.0%	0.0%	6.9%
Gallions Reach Shopping Park, Beckton	4.7%	0.0%	0.9%	0.9%	6.0%	15.9%
Gateway Retail Park, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Claps Gate Lane, Beckton	1.2%	0.0%	5.6%	0.0%	0.0%	0.0%
Redbridge						
Ilford Town Centre District Centre	0.5%	0.0%	0.0%	0.0%	0.0%	2.3%
B&Q, Springfield Drive, Ilford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-on-Avon						
Surrey Quays District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maybird Shopping Park, Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	8.1%	15.4%	11.2%	0.0%	3.9%	7.9%
Lakeside Retail Park, West Thurrock Way, Grays	0.2%	0.0%	0.0%	0.0%	1.1%	0.0%
Ikea, Heron Way, Lakeside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waltham Forest						
Bakers Arms District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leytonstone District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walthamstow District Centre	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%
Asda, Marshall Road, Leyton	0.6%	0.0%	0.0%	0.0%	0.0%	2.9%
B&Q, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Mills Retail Park, Leyton	1.4%	0.0%	0.0%	7.0%	0.0%	0.0%
Westminster						
Central London / West End	5.5%	5.0%	13.3%	1.8%	8.4%	0.0%
John Lewis, Oxford Street, Marylebone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others						
Abroad	0.4%	0.0%	1.9%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	35.2%	40.8%	39.1%	19.0%	23.6%	48.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 10: Clothing & footwear goods shopping expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	6.4	3.9	1.3	0.8	0.4	0.0
Crossharbour District Centre						
Crossharbour District Centre	1.0	1.0	0.0	0.0	0.0	0.0
Asda, East Ferry Road, Isle of Dogs	6.4	3.6	0.0	0.4	2.4	0.0
Sub-total Zone 1	13.8	8.6	1.3	1.2	2.8	0.0
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Burdett Road, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7						
Roman Road East District Centre						
Bow District Centre	0.4	0.0	0.4	0.0	0.0	0.0
Hackney						
Hackney Wick District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Park Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Screwfix, Maverton Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 7	0.4	0.0	0.4	0.0	0.0	0.0
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.4	0.0	0.4	0.0	0.0	0.0
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0	0.0	0.0	0.0	0.0	0.0
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Mile End Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 8	0.4	0.0	0.4	0.0	0.0	0.0
Zone 9						
Newham						
Abbey Road, Stratford	0.0	0.0	0.0	0.0	0.0	0.0
Canning Town District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Silvertown Way, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Manor Road, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Westfield Stratford City, London	120.6	18.7	25.2	33.1	20.6	23.1
Sub-total Zone 9	120.6	18.7	25.2	33.1	20.6	23.1
Sub-total // Study Area	135.3	27.3	27.3	34.2	23.4	23.1
Total // Tower Hamlets	14.7	8.6	2.1	1.2	2.8	0.0

Table 10: Clothing & footwear goods shopping expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Whitechapel District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.0	0.0	0.0	0.0	0.0	0.0
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	2.6	0.0	0.0	2.6	0.0	0.0
Barking and Dagenham						
Barking District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Chadwell Heath Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Merriellands Retail Park, Dagenham	0.0	0.0	0.0	0.0	0.0	0.0
Basildon						
Basildon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Broxbourne						
Cheshunt Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dartford						
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe	1.0	1.0	0.0	0.0	0.0	0.0
Enfield						
Fore Street, Enfield	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Glover Drive, Tottenham (Edmonton)	0.0	0.0	0.0	0.0	0.0	0.0
Greenwich						
Charlton District Centre	1.8	1.5	0.0	0.4	0.0	0.0
Bugsby Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Peninsular Retail Park, Bugsby's Way, Greenwich	0.9	0.0	0.9	0.0	0.0	0.0
Screwfix, Ramac Way, Charlton	0.0	0.0	0.0	0.0	0.0	0.0
Stonelake Retail Park, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Thompsons Garden Centre, Shooters Hill, Welling	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Blackheath Road, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Hackney						
Dalston District Centre	0.1	0.0	0.0	0.0	0.1	0.0
Hackney Central District Centre	1.0	0.0	0.0	1.0	0.0	0.0
Homerton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Shoreditch District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Sonigra Pharmacy, Well Street, Hackney	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.3	0.0	0.0	0.0	0.3	0.0
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0	0.0	0.0	0.0	0.0	0.0
Tottenham Hale Retail Park, Tottenham	0.0	0.0	0.0	0.0	0.0	0.0
Havering						
Romford Town Centre	1.2	0.0	0.0	0.0	0.1	1.0
Rainham Town Centre	1.1	0.0	0.0	0.0	0.0	1.1
Gallows Corner Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Eastern Avenue West, Romford	0.0	0.0	0.0	0.0	0.0	0.0
Islington						
Essex Road, Islington	0.0	0.0	0.0	0.0	0.0	0.0
Lewisham						
Lewisham District Centre	3.9	3.9	0.0	0.0	0.0	0.0

Table 10: Clothing & footwear goods shopping expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)
LLDC						
Bromley-By-Bow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Newham						
Beckton District Centre	1.0	1.0	0.0	0.0	0.0	0.0
East Ham District Centre	1.6	0.0	0.0	0.0	0.0	1.6
Plaistow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stratford Town Centre	4.7	2.1	0.4	0.0	0.7	1.6
Upton Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0
West Ham District Centre	1.1	0.0	1.1	0.0	0.0	0.0
Asda, Tollgate Road, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Retail Park, Alpine Way, Beckton	0.4	0.0	0.4	0.0	0.0	0.0
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	3.1	0.0	0.0	0.0	0.0	3.1
Gallions Reach Shopping Park, Beckton	9.8	0.0	0.4	0.4	1.8	7.2
Gateway Retail Park, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Claps Gate Lane, Beckton	2.5	0.0	2.5	0.0	0.0	0.0
Redbridge						
Ilford Town Centre District Centre	1.1	0.0	0.0	0.0	0.0	1.1
B&Q, Springfield Drive, Ilford	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-on-Avon						
Surrey Quays District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Maybird Shopping Park, Stratford-upon-Avon	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	16.9	7.1	5.0	0.0	1.2	3.5
Lakeside Retail Park, West Thurrock Way, Grays	0.3	0.0	0.0	0.0	0.3	0.0
Ikea, Heron Way, Lakeside	0.0	0.0	0.0	0.0	0.0	0.0
Waltham Forest						
Bakers Arms District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leytonstone District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Walthamstow District Centre	0.5	0.0	0.0	0.0	0.0	0.5
Asda, Marshall Road, Leyton	1.3	0.0	0.0	0.0	0.0	1.3
B&Q, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Mills Retail Park, Leyton	3.0	0.0	0.0	3.0	0.0	0.0
Westminster						
Central London / West End	11.6	2.3	6.0	0.8	2.6	0.0
John Lewis, Oxford Street, Marylebone	0.0	0.0	0.0	0.0	0.0	0.0
Others						
Abroad	0.9	0.0	0.9	0.0	0.0	0.0
Sub-total Outside Study Area	73.6	18.8	17.6	8.1	7.2	21.9
Total	208.9	46.1	44.9	42.3	30.6	45.0

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales
2018 Prices

Table 11: Books, CDs, DVDs goods shopping patterns

Destination	Total Books etc. (%)	Zone 1 Books etc. (%)	Zone 6 Books etc. (%)	Zone 7 Books etc. (%)	Zone 8 Books etc. (%)	Zone 9 Books etc. (%)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	15.8%	50.9%	5.7%	0.0%	12.2%	0.0%
Crossharbour District Centre						
Crossharbour District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, East Ferry Road, Isle of Dogs	10.6%	31.0%	11.5%	0.0%	1.1%	0.0%
Sub-total Zone 1	26.4%	81.9%	17.2%	0.0%	13.3%	0.0%
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	1.2%	0.0%	5.7%	0.0%	0.0%	0.0%
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Burdett Road, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	1.2%	0.0%	5.7%	0.0%	0.0%	0.0%
Zone 7						
Roman Road East District Centre						
Bow District Centre	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%
Hackney						
Hackney Wick District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Victoria Park Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Screwfix, Maverton Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 7	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.3%	0.0%	0.0%	0.0%	2.8%	0.0%
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Mile End Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 8	0.3%	0.0%	0.0%	0.0%	2.8%	0.0%
Zone 9						
Newham						
Abbey Road, Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Silvertown Way, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Manor Road, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Westfield Stratford City, London	38.3%	8.3%	31.6%	51.4%	57.1%	60.5%
Sub-total Zone 9	38.3%	8.3%	31.6%	51.4%	57.1%	60.5%
Sub-total // Study Area	66.4%	90.1%	54.5%	51.4%	74.4%	60.5%
Total // Tower Hamlets	28.9%	81.9%	22.9%	3.7%	17.3%	0.0%

Table 11: Books, CDs, DVDs goods shopping patterns

Destination	Total Books etc. (%)	Zone 1 Books etc. (%)	Zone 6 Books etc. (%)	Zone 7 Books etc. (%)	Zone 8 Books etc. (%)	Zone 9 Books etc. (%)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitechapel District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.8%	0.0%	0.0%	3.7%	0.0%	0.0%
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barking and Dagenham						
Barking District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Merriellands Retail Park, Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon						
Basildon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxbourne						
Cheshunt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enfield						
Fore Street, Enfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Glover Drive, Tottenham (Edmonton)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenwich						
Charlton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bugsby Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Ramac Way, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stonelake Retail Park, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thompsons Garden Centre, Shooters Hill, Welling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Blackheath Road, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney						
Dalston District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney Central District Centre	1.7%	0.0%	0.0%	7.6%	0.0%	0.0%
Homerton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shoreditch District Centre	1.8%	6.6%	0.0%	0.0%	1.1%	0.0%
Sonigra Pharmacy, Well Street, Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.9%	0.0%	0.0%	0.0%	7.7%	0.0%
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tottenham Hale Retail Park, Tottenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havering						
Romford Town Centre	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%
Rainham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallows Corner Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Eastern Avenue West, Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Islington						
Essex Road, Islington	2.1%	0.0%	0.0%	9.4%	0.0%	0.0%
Lewisham						
Lewisham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Table 11: Books, CDs, DVDs goods shopping patterns

Destination	Total Books etc. (%)	Zone 1 Books etc. (%)	Zone 6 Books etc. (%)	Zone 7 Books etc. (%)	Zone 8 Books etc. (%)	Zone 9 Books etc. (%)
LLDC						
Bromley-By-Bow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newham						
Beckton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plaistow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford Town Centre	1.0%	0.0%	0.0%	0.0%	0.0%	5.2%
Upton Park District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Tollgate Road, Beckton	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Retail Park, Alpine Way, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallions Reach Shopping Park, Beckton	2.0%	0.0%	0.0%	0.0%	0.0%	10.4%
Gateway Retail Park, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Claps Gate Lane, Beckton	6.1%	0.0%	28.2%	0.0%	0.0%	0.0%
Redbridge						
Ilford Town Centre District Centre	2.0%	0.0%	0.0%	0.0%	0.0%	10.6%
B&Q, Springfield Drive, Ilford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-on-Avon						
Surrey Quays District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maybird Shopping Park, Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	0.3%	0.0%	0.0%	0.0%	2.3%	0.0%
Lakeside Retail Park, West Thurrock Way, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Heron Way, Lakeside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waltham Forest						
Bakers Arms District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leytonstone District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walthamstow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Marshall Road, Leyton	4.6%	0.0%	0.0%	9.4%	0.0%	13.2%
B&Q, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westminster						
Central London / West End	10.0%	3.3%	17.2%	18.5%	12.3%	0.0%
John Lewis, Oxford Street, Marylebone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others						
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	33.6%	9.9%	45.5%	48.6%	25.6%	39.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 12: Books, CDs, DVDs goods expenditure

Destination	Total Books etc. (£m)	Zone 1 Books etc. (£m)	Zone 6 Books etc. (£m)	Zone 7 Books etc. (£m)	Zone 8 Books etc. (£m)	Zone 9 Books etc. (£m)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	6.3	5.2	0.5	0.0	0.5	0.0
Crossharbour District Centre						
Crossharbour District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, East Ferry Road, Isle of Dogs	4.2	3.2	1.0	0.0	0.0	0.0
Sub-total Zone 1	10.5	8.4	1.5	0.0	0.6	0.0
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	0.5	0.0	0.5	0.0	0.0	0.0
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Burdett Road, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	0.5	0.0	0.5	0.0	0.0	0.0
Zone 7						
Roman Road East District Centre						
Bow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Hackney						
Hackney Wick District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Park Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Screwfix, Maverton Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 7	0.0	0.0	0.0	0.0	0.0	0.0
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.1	0.0	0.0	0.0	0.1	0.0
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0	0.0	0.0	0.0	0.0	0.0
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Mile End Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 8	0.1	0.0	0.0	0.0	0.1	0.0
Zone 9						
Newham						
Abbey Road, Stratford	0.0	0.0	0.0	0.0	0.0	0.0
Canning Town District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Silvertown Way, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Manor Road, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Westfield Stratford City, London	15.2	0.9	2.7	4.5	2.5	4.6
Sub-total Zone 9	15.2	0.9	2.7	4.5	2.5	4.6
Sub-total // Study Area	11.2	8.4	2.0	0.0	0.8	0.0
Total // Tower Hamlets	11.5	8.4	2.0	0.3	0.8	0.0

Table 12: Books, CDs, DVDs goods expenditure

Destination	Total Books etc. (£m)	Zone 1 Books etc. (£m)	Zone 6 Books etc. (£m)	Zone 7 Books etc. (£m)	Zone 8 Books etc. (£m)	Zone 9 Books etc. (£m)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Whitechapel District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.3	0.0	0.0	0.3	0.0	0.0
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0	0.0	0.0	0.0	0.0	0.0
Barking and Dagenham						
Barking District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Chadwell Heath Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Merriellands Retail Park, Dagenham	0.0	0.0	0.0	0.0	0.0	0.0
Basildon						
Basildon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Broxbourne						
Cheshunt Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	0.0	0.0	0.0	0.0	0.0	0.0
Enfield						
Fore Street, Enfield	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Glover Drive, Tottenham (Edmonton)	0.0	0.0	0.0	0.0	0.0	0.0
Greenwich						
Charlton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Bugsby Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Ramac Way, Charlton	0.0	0.0	0.0	0.0	0.0	0.0
Stonelake Retail Park, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Thompsons Garden Centre, Shooters Hill, Welling	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Blackheath Road, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Hackney						
Dalston District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Hackney Central District Centre	0.7	0.0	0.0	0.7	0.0	0.0
Homerton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Shoreditch District Centre	0.7	0.7	0.0	0.0	0.0	0.0
Sonigra Pharmacy, Well Street, Hackney	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.3	0.0	0.0	0.0	0.3	0.0
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0	0.0	0.0	0.0	0.0	0.0
Tottenham Hale Retail Park, Tottenham	0.0	0.0	0.0	0.0	0.0	0.0
Havering						
Romford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Rainham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Gallows Corner Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Eastern Avenue West, Romford	0.0	0.0	0.0	0.0	0.0	0.0
Islington						
Essex Road, Islington	0.8	0.0	0.0	0.8	0.0	0.0
Lewisham						
Lewisham District Centre	0.0	0.0	0.0	0.0	0.0	0.0

Table 12: Books, CDs, DVDs goods expenditure

Destination	Total Books etc. (£m)	Zone 1 Books etc. (£m)	Zone 6 Books etc. (£m)	Zone 7 Books etc. (£m)	Zone 8 Books etc. (£m)	Zone 9 Books etc. (£m)
LLDC						
Bromley-By-Bow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Newham						
Beckton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
East Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Plaistow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stratford Town Centre	0.4	0.0	0.0	0.0	0.0	0.4
Upton Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0
West Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Tollgate Road, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Retail Park, Alpine Way, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Gallions Reach Shopping Park, Beckton	0.8	0.0	0.0	0.0	0.0	0.8
Gateway Retail Park, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Claps Gate Lane, Beckton	2.4	0.0	2.4	0.0	0.0	0.0
Redbridge						
Ilford Town Centre District Centre	0.8	0.0	0.0	0.0	0.0	0.8
B&Q, Springfield Drive, Ilford	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-on-Avon						
Surrey Quays District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Maybird Shopping Park, Stratford-upon-Avon	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	0.1	0.0	0.0	0.0	0.1	0.0
Lakeside Retail Park, West Thurrock Way, Grays	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Heron Way, Lakeside	0.0	0.0	0.0	0.0	0.0	0.0
Waltham Forest						
Bakers Arms District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leytonstone District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Walthamstow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Marshall Road, Leyton	1.8	0.0	0.0	0.8	0.0	1.0
B&Q, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Westminster						
Central London / West End	4.0	0.3	1.5	1.6	0.5	0.0
John Lewis, Oxford Street, Marylebone	0.0	0.0	0.0	0.0	0.0	0.0
Others						
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	13.3	1.0	3.9	4.3	1.1	3.0
Total	39.7	10.3	8.6	8.8	4.4	7.6

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 13: Small Household goods shopping patterns

Destination	Total H'hold (%)	Zone 1 H'hold (%)	Zone 6 H'hold (%)	Zone 7 H'hold (%)	Zone 8 H'hold (%)	Zone 9 H'hold (%)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	2.7%	5.3%	6.4%	0.0%	1.1%	0.0%
Crossharbour District Centre						
Crossharbour District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, East Ferry Road, Isle of Dogs	9.5%	19.8%	10.5%	0.0%	14.5%	4.6%
Sub-total Zone 1	12.3%	25.2%	16.9%	0.0%	15.6%	4.6%
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	0.6%	3.0%	0.0%	0.0%	0.0%	0.0%
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Burdett Road, Limehouse	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%
Sub-total Zone 6	0.7%	3.0%	0.0%	0.0%	0.6%	0.0%
Zone 7						
Roman Road East District Centre						
Bow District Centre	1.7%	0.0%	0.0%	8.1%	0.0%	0.0%
Hackney						
Hackney Wick District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Victoria Park Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Screwfix, Maverton Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 7	1.7%	0.0%	0.0%	8.1%	0.0%	0.0%
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.8%	1.2%	0.0%	0.0%	3.8%	0.0%
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%
Co-op, Mile End Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.2%	0.0%	0.0%	0.0%	1.4%	0.0%
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	2.5%	0.0%	0.0%	9.2%	4.4%	0.0%
Sub-total Zone 8	3.6%	1.2%	0.0%	9.2%	10.7%	0.0%
Zone 9						
Newham						
Abbey Road, Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Silvertown Way, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Manor Road, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Westfield Stratford City, London	26.3%	5.3%	26.8%	25.0%	36.3%	42.4%
Sub-total Zone 9	26.3%	5.3%	26.8%	25.0%	36.3%	42.4%
Sub-total // Study Area	18.3%	29.3%	16.9%	17.3%	26.9%	4.6%
Total // Tower Hamlets	16.1%	29.3%	18.3%	8.1%	22.5%	4.6%

Table 13: Small Household goods shopping patterns

Destination	Total H'hold (%)	Zone 1 H'hold (%)	Zone 6 H'hold (%)	Zone 7 H'hold (%)	Zone 8 H'hold (%)	Zone 9 H'hold (%)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitechapel District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.3%	0.0%	1.4%	0.0%	0.0%	0.0%
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barking and Dagenham						
Barking District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Merriellands Retail Park, Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon						
Basildon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxbourne						
Cheshunt Town Centre	0.2%	0.0%	0.0%	0.0%	1.4%	0.0%
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	1.0%	3.0%	1.4%	0.0%	0.0%	0.0%
Enfield						
Fore Street, Enfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Glover Drive, Tottenham (Edmonton)	3.0%	0.0%	0.0%	13.4%	1.1%	0.0%
Greenwich						
Charlton District Centre	1.3%	5.8%	0.0%	0.0%	0.0%	0.0%
Bugsby Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Bugsby's Way, Greenwich Peninsula	6.1%	0.0%	27.4%	0.0%	0.0%	0.0%
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Ramac Way, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stonelake Retail Park, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thompsons Garden Centre, Shooters Hill, Welling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Blackheath Road, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney						
Dalston District Centre	0.2%	0.0%	0.0%	0.0%	1.7%	0.0%
Hackney Central District Centre	2.2%	0.0%	0.0%	10.1%	0.0%	0.0%
Homerton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shoreditch District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonigra Pharmacy, Well Street, Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tottenham Hale Retail Park, Tottenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havering						
Romford Town Centre	2.4%	0.0%	2.8%	0.0%	2.3%	6.9%
Rainham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallows Corner Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Eastern Avenue West, Romford	0.2%	0.0%	0.0%	0.0%	1.4%	0.0%
Islington						
Essex Road, Islington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham						
Lewisham District Centre	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%

Table 13: Small Household goods shopping patterns

Destination	Total H'hold (%)	Zone 1 H'hold (%)	Zone 6 H'hold (%)	Zone 7 H'hold (%)	Zone 8 H'hold (%)	Zone 9 H'hold (%)
LLDC						
Bromley-By-Bow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newham						
Beckton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plaistow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford Town Centre	5.8%	5.8%	0.0%	2.7%	1.7%	17.3%
Upton Park District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Tollgate Road, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Retail Park, Alpine Way, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	5.8%	15.0%	0.0%	0.0%	8.0%	6.9%
Gallions Reach Shopping Park, Beckton	2.2%	0.0%	1.4%	0.0%	7.1%	4.6%
Gateway Retail Park, Claps Gate Lane, Beckton	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Redbridge						
Ilford Town Centre District Centre	0.3%	0.0%	0.0%	1.4%	0.0%	0.0%
B&Q, Springfield Drive, Ilford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	2.0%	0.0%	0.0%	9.2%	0.0%	0.0%
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-on-Avon						
Surrey Quays District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maybird Shopping Park, Stratford-upon-Avon	0.2%	0.0%	0.0%	0.0%	1.4%	0.0%
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	2.8%	3.0%	6.4%	2.7%	1.1%	0.0%
Lakeside Retail Park, West Thurrock Way, Grays	1.4%	5.8%	0.0%	0.0%	1.1%	0.0%
Ikea, Heron Way, Lakeside	4.6%	11.0%	9.8%	0.0%	0.0%	0.0%
Waltham Forest						
Bakers Arms District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Town Centre	2.0%	0.0%	0.0%	9.2%	0.0%	0.0%
Leytonstone District Centre	1.2%	0.0%	0.0%	0.0%	0.0%	5.8%
Walthamstow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Marshall Road, Leyton	2.3%	0.0%	0.0%	4.8%	0.0%	5.8%
B&Q, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westminster						
Central London / West End	4.8%	10.0%	2.8%	0.0%	6.1%	5.8%
John Lewis, Oxford Street, Marylebone	2.3%	5.8%	2.8%	1.4%	0.6%	0.0%
Others						
Abroad	0.6%	0.0%	0.0%	2.7%	0.0%	0.0%
Sub-total Outside Study Area	55.3%	65.4%	56.3%	57.7%	36.8%	53.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 14: Small Household goods expenditure

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 6 H'hold (£m)	Zone 7 H'hold (£m)	Zone 8 H'hold (£m)	Zone 9 H'hold (£m)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	4.4	1.9	2.3	0.0	0.2	0.0
Crossharbour District Centre						
Crossharbour District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, East Ferry Road, Isle of Dogs	15.3	6.9	3.8	0.0	3.0	1.6
Sub-total Zone 1	19.7	8.8	6.1	0.0	3.3	1.6
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	1.0	1.0	0.0	0.0	0.0	0.0
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Burdett Road, Limehouse	0.1	0.0	0.0	0.0	0.1	0.0
Sub-total Zone 6	1.2	1.0	0.0	0.0	0.1	0.0
Zone 7						
Roman Road East District Centre						
Bow District Centre	2.8	0.0	0.0	2.8	0.0	0.0
Hackney						
Hackney Wick District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Park Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Screwfix, Maverton Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 7	2.8	0.0	0.0	2.8	0.0	0.0
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	1.2	0.4	0.0	0.0	0.8	0.0
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0	0.0	0.0	0.0	0.0	0.0
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.2	0.0	0.0	0.0	0.2	0.0
Co-op, Mile End Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.3	0.0	0.0	0.0	0.3	0.0
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	4.1	0.0	0.0	3.2	0.9	0.0
Sub-total Zone 8	5.8	0.4	0.0	3.2	2.2	0.0
Zone 9						
Newham						
Abbey Road, Stratford	0.0	0.0	0.0	0.0	0.0	0.0
Canning Town District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Silvertown Way, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Manor Road, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Westfield Stratford City, London	42.4	1.9	9.7	8.6	7.6	14.7
Sub-total Zone 9	42.4	1.9	9.7	8.6	7.6	14.7
Sub-total // Study Area	29.5	10.2	6.1	5.9	5.6	1.6
Total // Tower Hamlets	25.9	10.2	6.6	2.8	4.7	1.6

Table 14: Small Household goods expenditure

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 6 H'hold (£m)	Zone 7 H'hold (£m)	Zone 8 H'hold (£m)	Zone 9 H'hold (£m)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Whitechapel District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.5	0.0	0.5	0.0	0.0	0.0
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0	0.0	0.0	0.0	0.0	0.0
Barking and Dagenham						
Barking District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Chadwell Heath Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Merriellands Retail Park, Dagenham	0.0	0.0	0.0	0.0	0.0	0.0
Basildon						
Basildon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Broxbourne						
Cheshunt Town Centre	0.3	0.0	0.0	0.0	0.3	0.0
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	1.5	1.0	0.5	0.0	0.0	0.0
Enfield						
Fore Street, Enfield	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Glover Drive, Tottenham (Edmonton)	4.8	0.0	0.0	4.6	0.2	0.0
Greenwich						
Charlton District Centre	2.0	2.0	0.0	0.0	0.0	0.0
Bugsby Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Bugsby's Way, Greenwich Peninsula	9.9	0.0	9.9	0.0	0.0	0.0
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Ramac Way, Charlton	0.0	0.0	0.0	0.0	0.0	0.0
Stonelake Retail Park, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Thompsons Garden Centre, Shooters Hill, Welling	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Blackheath Road, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Hackney						
Dalston District Centre	0.4	0.0	0.0	0.0	0.4	0.0
Hackney Central District Centre	3.5	0.0	0.0	3.5	0.0	0.0
Homerton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Shoreditch District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Sonigra Pharmacy, Well Street, Hackney	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0	0.0	0.0	0.0	0.0	0.0
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0	0.0	0.0	0.0	0.0	0.0
Tottenham Hale Retail Park, Tottenham	0.0	0.0	0.0	0.0	0.0	0.0
Havering						
Romford Town Centre	3.9	0.0	1.0	0.0	0.5	2.4
Rainham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Gallows Corner Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Eastern Avenue West, Romford	0.3	0.0	0.0	0.0	0.3	0.0
Islington						
Essex Road, Islington	0.0	0.0	0.0	0.0	0.0	0.0
Lewisham						
Lewisham District Centre	0.1	0.0	0.0	0.0	0.1	0.0

Table 14: Small Household goods expenditure

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 6 H'hold (£m)	Zone 7 H'hold (£m)	Zone 8 H'hold (£m)	Zone 9 H'hold (£m)
LLDC						
Bromley-By-Bow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Newham						
Beckton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
East Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Plaistow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stratford Town Centre	9.3	2.0	0.0	0.9	0.4	6.0
Upton Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0
West Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Tollgate Road, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Retail Park, Alpine Way, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	9.3	5.3	0.0	0.0	1.7	2.4
Gallions Reach Shopping Park, Beckton	3.6	0.0	0.5	0.0	1.5	1.6
Gateway Retail Park, Claps Gate Lane, Beckton	0.2	0.0	0.0	0.0	0.2	0.0
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Redbridge						
Ilford Town Centre District Centre	0.5	0.0	0.0	0.5	0.0	0.0
B&Q, Springfield Drive, Ilford	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	3.2	0.0	0.0	3.2	0.0	0.0
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-on-Avon						
Surrey Quays District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Maybird Shopping Park, Stratford-upon-Avon	0.3	0.0	0.0	0.0	0.3	0.0
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	4.5	1.0	2.3	0.9	0.2	0.0
Lakeside Retail Park, West Thurrock Way, Grays	2.3	2.0	0.0	0.0	0.2	0.0
Ikea, Heron Way, Lakeside	7.4	3.8	3.5	0.0	0.0	0.0
Waltham Forest						
Bakers Arms District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Town Centre	3.2	0.0	0.0	3.2	0.0	0.0
Leytonstone District Centre	2.0	0.0	0.0	0.0	0.0	2.0
Walthamstow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Marshall Road, Leyton	3.6	0.0	0.0	1.6	0.0	2.0
B&Q, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Westminster						
Central London / West End	7.8	3.5	1.0	0.0	1.3	2.0
John Lewis, Oxford Street, Marylebone	3.6	2.0	1.0	0.5	0.1	0.0
Others						
Abroad	0.9	0.0	0.0	0.9	0.0	0.0
Sub-total Outside Study Area	89.0	22.9	20.3	19.8	7.7	18.3
Total	160.8	35.0	36.0	34.3	20.9	34.6

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales
2018 Prices

Table 15: Recreational goods shopping patterns

Destination	Total Recreation (%)	Zone 1 Recreation (%)	Zone 6 Recreation (%)	Zone 7 Recreation (%)	Zone 8 Recreation (%)	Zone 9 Recreation (%)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	4.3%	6.6%	5.7%	6.2%	1.7%	0.0%
Crossharbour District Centre						
Crossharbour District Centre	2.5%	0.0%	11.1%	0.0%	0.0%	0.0%
Asda, East Ferry Road, Isle of Dogs	5.0%	7.9%	8.1%	0.0%	11.0%	0.0%
Sub-total Zone 1	11.8%	14.5%	24.9%	6.2%	12.8%	0.0%
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	0.7%	0.0%	3.3%	0.0%	0.0%	0.0%
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Anchor House, Mile End Road, Bethnal Green	3.5%	3.4%	0.0%	9.2%	5.9%	0.0%
Lidl, Burdett Road, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	4.2%	3.4%	3.3%	9.2%	5.9%	0.0%
Zone 7						
Roman Road East District Centre						
Bow District Centre	2.0%	0.0%	0.0%	9.2%	0.0%	0.0%
Hackney						
Hackney Wick District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Victoria Park Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Screwfix, Maverton Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 7	2.0%	0.0%	0.0%	9.2%	0.0%	0.0%
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.4%	0.0%	1.6%	0.0%	0.0%	0.0%
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.4%	0.0%	1.6%	0.0%	0.0%	0.0%
Co-op, Mile End Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.1%	0.0%	0.0%	0.0%	0.9%	0.0%
Sub-total Zone 8	0.8%	0.0%	3.3%	0.0%	0.9%	0.0%
Zone 9						
Newham						
Abbey Road, Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Silvertown Way, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Manor Road, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Westfield Stratford City, London	31.0%	11.3%	22.6%	41.7%	41.3%	43.2%
Sub-total Zone 9	31.0%	11.3%	22.6%	41.7%	41.3%	43.2%
Sub-total // Study Area	49.8%	29.2%	54.1%	66.3%	60.8%	43.2%
Total // Tower Hamlets	21.2%	17.9%	42.6%	24.6%	18.7%	0.0%

Table 15: Recreational goods shopping patterns

Destination	Total Recreation (%)	Zone 1 Recreation (%)	Zone 6 Recreation (%)	Zone 7 Recreation (%)	Zone 8 Recreation (%)	Zone 9 Recreation (%)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitechapel District Centre	2.5%	0.0%	11.1%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barking and Dagenham						
Barking District Centre	0.4%	0.0%	1.6%	0.0%	0.0%	0.0%
Chadwell Heath Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Merriellands Retail Park, Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon						
Basildon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxbourne						
Cheshunt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enfield						
Fore Street, Enfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Glover Drive, Tottenham (Edmonton)	0.2%	0.0%	0.0%	0.0%	1.8%	0.0%
Greenwich						
Charlton District Centre	0.7%	3.4%	0.0%	0.0%	0.0%	0.0%
Bugsby Way, Greenwich	1.4%	6.6%	0.0%	0.0%	0.0%	0.0%
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Ramac Way, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stonelake Retail Park, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thompsons Garden Centre, Shooters Hill, Welling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Blackheath Road, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney						
Dalston District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney Central District Centre	2.0%	0.0%	0.0%	9.2%	0.0%	0.0%
Homerton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shoreditch District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonigra Pharmacy, Well Street, Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tottenham Hale Retail Park, Tottenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havering						
Romford Town Centre	0.1%	0.0%	0.0%	0.0%	0.9%	0.0%
Rainham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallows Corner Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Eastern Avenue West, Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Islington						
Essex Road, Islington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham						
Lewisham District Centre	2.0%	9.1%	0.0%	0.0%	0.0%	0.0%

Table 15: Recreational goods shopping patterns

Destination	Total Recreation (%)	Zone 1 Recreation (%)	Zone 6 Recreation (%)	Zone 7 Recreation (%)	Zone 8 Recreation (%)	Zone 9 Recreation (%)
LLDC						
Bromley-By-Bow District Centre	0.4%	0.0%	1.6%	0.0%	0.0%	0.0%
Newham						
Beckton District Centre	0.1%	0.0%	0.0%	0.0%	0.9%	0.0%
East Ham District Centre	0.1%	0.0%	0.0%	0.0%	0.9%	0.0%
Plaistow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford Town Centre	2.3%	0.0%	0.0%	0.0%	3.9%	8.2%
Upton Park District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Tollgate Road, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Retail Park, Alpine Way, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	4.4%	15.7%	0.0%	3.4%	2.2%	0.0%
Gallions Reach Shopping Park, Beckton	17.1%	10.4%	15.5%	1.4%	22.8%	38.0%
Gateway Retail Park, Claps Gate Lane, Beckton	2.0%	0.0%	0.0%	9.2%	0.0%	0.0%
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Redbridge						
Ilford Town Centre District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Springfield Drive, Ilford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-on-Avon						
Surrey Quays District Centre	4.9%	19.0%	0.0%	0.0%	5.9%	0.0%
Maybird Shopping Park, Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	5.7%	6.7%	14.4%	0.0%	0.0%	4.7%
Lakeside Retail Park, West Thurrock Way, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Heron Way, Lakeside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waltham Forest						
Bakers Arms District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leytonstone District Centre	1.3%	0.0%	0.0%	0.0%	0.0%	5.9%
Walthamstow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Marshall Road, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Mills Retail Park, Leyton	2.0%	0.0%	0.0%	9.2%	0.0%	0.0%
Westminster						
Central London / West End	0.4%	0.0%	1.6%	0.0%	0.0%	0.0%
John Lewis, Oxford Street, Marylebone	0.3%	0.0%	0.0%	1.4%	0.0%	0.0%
Others						
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	50.2%	70.8%	45.9%	33.7%	39.2%	56.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 16: Recreational goods expenditure

Destination	Total Recreation (£m)	Zone 1 Recreation (£m)	Zone 6 Recreation (£m)	Zone 7 Recreation (£m)	Zone 8 Recreation (£m)	Zone 9 Recreation (£m)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	2.6	0.9	0.8	0.8	0.1	0.0
Crossharbour District Centre						
Crossharbour District Centre	1.5	0.0	1.5	0.0	0.0	0.0
Asda, East Ferry Road, Isle of Dogs	3.0	1.0	1.1	0.0	0.8	0.0
Sub-total Zone 1	7.1	1.9	3.4	0.8	1.0	0.0
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	0.5	0.0	0.5	0.0	0.0	0.0
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Anchor House, Mile End Road, Bethnal Green	2.1	0.4	0.0	1.2	0.5	0.0
Lidl, Burdett Road, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	2.5	0.4	0.5	1.2	0.5	0.0
Zone 7						
Roman Road East District Centre						
Bow District Centre	1.2	0.0	0.0	1.2	0.0	0.0
Hackney						
Hackney Wick District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Park Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Screwfix, Maverton Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 7	1.2	0.0	0.0	1.2	0.0	0.0
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.2	0.0	0.2	0.0	0.0	0.0
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0	0.0	0.0	0.0	0.0	0.0
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.2	0.0	0.2	0.0	0.0	0.0
Co-op, Mile End Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.1	0.0	0.0	0.0	0.1	0.0
Sub-total Zone 8	0.5	0.0	0.4	0.0	0.1	0.0
Zone 9						
Newham						
Abbey Road, Stratford	0.0	0.0	0.0	0.0	0.0	0.0
Canning Town District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Silvertown Way, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Manor Road, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Westfield Stratford City, London	18.7	1.5	3.1	5.4	3.2	5.6
Sub-total Zone 9	18.7	1.5	3.1	5.4	3.2	5.6
Sub-total // Study Area	30.0	3.8	7.4	8.5	4.7	5.6
Total // Tower Hamlets	12.7	2.4	5.8	3.2	1.4	0.0

Table 16: Recreational goods expenditure

Destination	Total Recreation (£m)	Zone 1 Recreation (£m)	Zone 6 Recreation (£m)	Zone 7 Recreation (£m)	Zone 8 Recreation (£m)	Zone 9 Recreation (£m)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Whitechapel District Centre	1.5	0.0	1.5	0.0	0.0	0.0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.0	0.0	0.0	0.0	0.0	0.0
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0	0.0	0.0	0.0	0.0	0.0
Barking and Dagenham						
Barking District Centre	0.2	0.0	0.2	0.0	0.0	0.0
Chadwell Heath Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Merriellands Retail Park, Dagenham	0.0	0.0	0.0	0.0	0.0	0.0
Basildon						
Basildon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Broxbourne						
Cheshunt Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	0.0	0.0	0.0	0.0	0.0	0.0
Enfield						
Fore Street, Enfield	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Glover Drive, Tottenham (Edmonton)	0.1	0.0	0.0	0.0	0.1	0.0
Greenwich						
Charlton District Centre	0.4	0.4	0.0	0.0	0.0	0.0
Bugsby Way, Greenwich	0.9	0.9	0.0	0.0	0.0	0.0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Ramac Way, Charlton	0.0	0.0	0.0	0.0	0.0	0.0
Stonelake Retail Park, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Thompsons Garden Centre, Shooters Hill, Welling	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Blackheath Road, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Hackney						
Dalston District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Hackney Central District Centre	1.2	0.0	0.0	1.2	0.0	0.0
Homerton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Shoreditch District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Sonigra Pharmacy, Well Street, Hackney	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0	0.0	0.0	0.0	0.0	0.0
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0	0.0	0.0	0.0	0.0	0.0
Tottenham Hale Retail Park, Tottenham	0.0	0.0	0.0	0.0	0.0	0.0
Havering						
Romford Town Centre	0.1	0.0	0.0	0.0	0.1	0.0
Rainham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Gallows Corner Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Eastern Avenue West, Romford	0.0	0.0	0.0	0.0	0.0	0.0
Islington						
Essex Road, Islington	0.0	0.0	0.0	0.0	0.0	0.0
Lewisham						
Lewisham District Centre	1.2	1.2	0.0	0.0	0.0	0.0
LLDC						

Table 16: Recreational goods expenditure

Destination	Total Recreation (£m)	Zone 1 Recreation (£m)	Zone 6 Recreation (£m)	Zone 7 Recreation (£m)	Zone 8 Recreation (£m)	Zone 9 Recreation (£m)
Bromley-By-Bow District Centre	0.2	0.0	0.2	0.0	0.0	0.0
Newham						
Beckton District Centre	0.1	0.0	0.0	0.0	0.1	0.0
East Ham District Centre	0.1	0.0	0.0	0.0	0.1	0.0
Plaistow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stratford Town Centre	1.4	0.0	0.0	0.0	0.3	1.1
Upton Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0
West Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Tollgate Road, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Retail Park, Alpine Way, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	2.7	2.1	0.0	0.4	0.2	0.0
Gallions Reach Shopping Park, Beckton	10.3	1.4	2.1	0.2	1.8	4.9
Gateway Retail Park, Claps Gate Lane, Beckton	1.2	0.0	0.0	1.2	0.0	0.0
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Redbridge						
Ilford Town Centre District Centre	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Springfield Drive, Ilford	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-on-Avon						
Surrey Quays District Centre	3.0	2.5	0.0	0.0	0.5	0.0
Maybird Shopping Park, Stratford-upon-Avon	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	3.5	0.9	2.0	0.0	0.0	0.6
Lakeside Retail Park, West Thurrock Way, Grays	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Heron Way, Lakeside	0.0	0.0	0.0	0.0	0.0	0.0
Waltham Forest						
Bakers Arms District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leytonstone District Centre	0.8	0.0	0.0	0.0	0.0	0.8
Walthamstow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Marshall Road, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Mills Retail Park, Leyton	1.2	0.0	0.0	1.2	0.0	0.0
Westminster						
Central London / West End	0.2	0.0	0.2	0.0	0.0	0.0
John Lewis, Oxford Street, Marylebone	0.2	0.0	0.0	0.2	0.0	0.0
Others						
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	30.2	9.3	6.3	4.3	3.0	7.3
Total	60.2	13.2	13.6	12.8	7.7	12.9

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales
2018 Prices

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	6.1%	41.4%	4.3%	1.2%	9.5%	0.0%
Crossharbour District Centre						
Crossharbour District Centre	2.2%	19.8%	0.0%	0.0%	3.2%	0.0%
Asda, East Ferry Road, Isle of Dogs	2.7%	16.3%	8.0%	0.0%	0.3%	0.0%
Sub-total Zone 1	10.9%	77.5%	12.2%	1.2%	13.1%	0.0%
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	2.5%	0.0%	13.3%	0.6%	0.0%	0.0%
Tesco Metro, Bethnal Green Road, Bethnal Green	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.7%	0.0%	4.2%	0.0%	0.0%	0.0%
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	2.6%	0.0%	8.8%	0.6%	4.0%	0.0%
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Burdett Road, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	5.9%	0.0%	27.0%	1.2%	4.0%	0.0%
Zone 7						
Roman Road East District Centre						
Bow District Centre	12.3%	0.0%	9.6%	38.8%	11.6%	0.0%
Hackney						
Hackney Wick District Centre	0.7%	0.0%	0.0%	3.6%	0.0%	0.0%
Victoria Park Local Centre	0.3%	0.0%	0.0%	1.5%	0.0%	0.0%
LLDC						
Screwfix, Maverton Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 7	13.3%	0.0%	9.6%	43.9%	11.6%	0.0%
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	5.9%	0.0%	4.8%	0.0%	22.8%	0.0%
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.4%	0.0%	0.0%	0.0%	1.7%	0.0%
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.8%	0.0%	0.0%	0.0%	3.7%	0.0%
Co-op, Mile End Road, Bow	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.6%	0.0%	0.0%	0.0%	2.6%	0.0%
Poplar High Street Neighbourhood Centre						
Poplar High Street	4.0%	0.0%	9.6%	0.0%	10.2%	0.0%
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	2.8%	0.0%	0.0%	4.1%	2.7%	4.1%
Sub-total Zone 8	14.5%	0.0%	14.4%	4.1%	44.1%	4.1%
Zone 9						
Newham						
Abbey Road, Stratford	1.0%	0.0%	0.0%	0.0%	0.0%	3.2%
Canning Town District Centre	7.7%	0.0%	0.0%	0.0%	0.0%	24.0%
Morrisons, Silvertown Way, Canning Town	0.7%	0.0%	0.0%	0.0%	0.0%	2.3%
Wickes, Manor Road, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Westfield Stratford City, London	16.2%	10.5%	16.9%	27.2%	16.3%	9.9%
Sub-total Zone 9	25.7%	10.5%	16.9%	27.2%	16.3%	39.4%
Sub-total // Study Area	70.4%	88.0%	80.0%	77.7%	89.1%	43.5%
Total // Tower Hamlets	42.6%	77.5%	72.9%	41.2%	70.2%	0.0%

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.8%	0.0%	4.8%	0.0%	0.0%	0.0%
Whitechapel District Centre	0.6%	0.0%	3.5%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.3%	0.0%	1.4%	0.0%	0.0%	0.0%
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barking and Dagenham						
Barking District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Merriellands Retail Park, Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon						
Basildon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxbourne						
Cheshunt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enfield						
Fore Street, Enfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Glover Drive, Tottenham (Edmonton)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenwich						
Charlton District Centre	0.1%	0.0%	0.0%	0.6%	0.0%	0.0%
Bugsby Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Ramac Way, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stonelake Retail Park, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thompsons Garden Centre, Shooters Hill, Welling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Blackheath Road, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney						
Dalston District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney Central District Centre	2.8%	0.0%	0.0%	13.3%	0.0%	0.0%
Homerton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shoreditch District Centre	0.6%	0.0%	3.5%	0.0%	0.0%	0.0%
Sonigra Pharmacy, Well Street, Hackney	0.6%	0.0%	0.0%	2.8%	0.0%	0.0%
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tottenham Hale Retail Park, Tottenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havering						
Romford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallows Corner Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Eastern Avenue West, Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Islington						
Essex Road, Islington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham						
Lewisham District Centre	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)
LLDC						
Bromley-By-Bow District Centre	1.9%	0.0%	0.0%	0.0%	8.7%	0.0%
Newham						
Beckton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plaistow District Centre	0.9%	0.0%	0.0%	0.0%	0.0%	2.7%
Stratford Town Centre	7.5%	0.0%	1.4%	1.5%	0.0%	21.4%
Upton Park District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Ham District Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.9%
Asda, Tollgate Road, Beckton	1.4%	0.0%	0.0%	0.0%	0.3%	4.1%
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Retail Park, Alpine Way, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	0.3%	0.0%	1.4%	0.0%	0.0%	0.0%
Gallions Reach Shopping Park, Beckton	7.8%	5.7%	0.0%	0.0%	0.3%	22.8%
Gateway Retail Park, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Redbridge						
Ilford Town Centre District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Springfield Drive, Ilford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-on-Avon						
Surrey Quays District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maybird Shopping Park, Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	1.1%	1.9%	0.0%	4.1%	0.7%	0.0%
Lakeside Retail Park, West Thurrock Way, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Heron Way, Lakeside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waltham Forest						
Bakers Arms District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leytonstone District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walthamstow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Marshall Road, Leyton	1.5%	0.0%	0.0%	0.0%	0.0%	4.6%
B&Q, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westminster						
Central London / West End	0.8%	0.7%	3.2%	0.0%	0.9%	0.0%
John Lewis, Oxford Street, Marylebone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others						
Abroad	0.3%	3.7%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	29.6%	12.0%	20.0%	22.3%	10.9%	56.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	10.3	5.1	1.3	0.4	3.6	0.0
Crossharbour District Centre						
Crossharbour District Centre	3.6	2.4	0.0	0.0	1.2	0.0
Asda, East Ferry Road, Isle of Dogs	4.5	2.0	2.4	0.0	0.1	0.0
Sub-total Zone 1	18.4	9.5	3.6	0.4	4.9	0.0
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	4.1	0.0	3.9	0.2	0.0	0.0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.2	0.0	0.2	0.0	0.0	0.0
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	1.2	0.0	1.2	0.0	0.0	0.0
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	4.3	0.0	2.6	0.2	1.5	0.0
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Burdett Road, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	9.9	0.0	8.0	0.4	1.5	0.0
Zone 7						
Roman Road East District Centre						
Bow District Centre	20.6	0.0	2.8	13.5	4.3	0.0
Hackney						
Hackney Wick District Centre	1.2	0.0	0.0	1.2	0.0	0.0
Victoria Park Local Centre	0.5	0.0	0.0	0.5	0.0	0.0
LLDC						
Screwfix, Maverton Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 7	22.4	0.0	2.8	15.2	4.3	0.0
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	10.0	0.0	1.4	0.0	8.5	0.0
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.6	0.0	0.0	0.0	0.6	0.0
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	1.4	0.0	0.0	0.0	1.4	0.0
Co-op, Mile End Road, Bow	0.1	0.0	0.0	0.0	0.1	0.0
Devons Road Neighbourhood Centre						
Devons Road, Bow	1.0	0.0	0.0	0.0	1.0	0.0
Poplar High Street Neighbourhood Centre						
Poplar High Street	6.7	0.0	2.8	0.0	3.8	0.0
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	4.7	0.0	0.0	1.4	1.0	2.2
Sub-total Zone 8	24.4	0.0	4.3	1.4	16.5	2.2
Zone 9						
Newham						
Abbey Road, Stratford	1.7	0.0	0.0	0.0	0.0	1.7
Canning Town District Centre	13.0	0.0	0.0	0.0	0.0	13.0
Morrisons, Silvertown Way, Canning Town	1.2	0.0	0.0	0.0	0.0	1.2
Wickes, Manor Road, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Westfield Stratford City, London	27.2	1.3	5.0	9.4	6.1	5.4
Sub-total Zone 9	43.1	1.3	5.0	9.4	6.1	21.4
Sub-total // Study Area	118.3	10.7	23.7	26.9	33.3	23.6
Total // Tower Hamlets	71.6	9.5	21.6	14.3	26.2	0.0

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	1.4	0.0	1.4	0.0	0.0	0.0
Whitechapel District Centre	1.0	0.0	1.0	0.0	0.0	0.0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.4	0.0	0.4	0.0	0.0	0.0
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0	0.0	0.0	0.0	0.0	0.0
Barking and Dagenham						
Barking District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Chadwell Heath Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Merriellands Retail Park, Dagenham	0.0	0.0	0.0	0.0	0.0	0.0
Basildon						
Basildon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Broxbourne						
Cheshunt Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	0.0	0.0	0.0	0.0	0.0	0.0
Enfield						
Fore Street, Enfield	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Glover Drive, Tottenham (Edmonton)	0.0	0.0	0.0	0.0	0.0	0.0
Greenwich						
Charlton District Centre	0.2	0.0	0.0	0.2	0.0	0.0
Bugsby Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Ramac Way, Charlton	0.0	0.0	0.0	0.0	0.0	0.0
Stonelake Retail Park, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Thompsons Garden Centre, Shooters Hill, Welling	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Blackheath Road, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Hackney						
Dalston District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Hackney Central District Centre	4.6	0.0	0.0	4.6	0.0	0.0
Homerton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Shoreditch District Centre	1.0	0.0	1.0	0.0	0.0	0.0
Sonigra Pharmacy, Well Street, Hackney	1.0	0.0	0.0	1.0	0.0	0.0
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0	0.0	0.0	0.0	0.0	0.0
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0	0.0	0.0	0.0	0.0	0.0
Tottenham Hale Retail Park, Tottenham	0.0	0.0	0.0	0.0	0.0	0.0
Havering						
Romford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Rainham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Gallows Corner Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Eastern Avenue West, Romford	0.0	0.0	0.0	0.0	0.0	0.0
Islington						
Essex Road, Islington	0.0	0.0	0.0	0.0	0.0	0.0
Lewisham						
Lewisham District Centre	0.2	0.0	0.2	0.0	0.0	0.0

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)
LLDC						
Bromley-By-Bow District Centre	3.2	0.0	0.0	0.0	3.2	0.0
Newham						
Beckton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
East Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Plaistow District Centre	1.5	0.0	0.0	0.0	0.0	1.5
Stratford Town Centre	12.5	0.0	0.4	0.5	0.0	11.6
Upton Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0
West Ham District Centre	0.5	0.0	0.0	0.0	0.0	0.5
Asda, Tollgate Road, Beckton	2.4	0.0	0.0	0.0	0.1	2.2
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Retail Park, Alpine Way, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	0.4	0.0	0.4	0.0	0.0	0.0
Gallions Reach Shopping Park, Beckton	13.2	0.7	0.0	0.0	0.1	12.3
Gateway Retail Park, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Redbridge						
Ilford Town Centre District Centre	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Springfield Drive, Ilford	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-on-Avon						
Surrey Quays District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Maybird Shopping Park, Stratford-upon-Avon	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	1.9	0.2	0.0	1.4	0.3	0.0
Lakeside Retail Park, West Thurrock Way, Grays	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Heron Way, Lakeside	0.0	0.0	0.0	0.0	0.0	0.0
Waltham Forest						
Bakers Arms District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leytonstone District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Walthamstow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Marshall Road, Leyton	2.5	0.0	0.0	0.0	0.0	2.5
B&Q, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Westminster						
Central London / West End	1.4	0.1	0.9	0.0	0.3	0.0
John Lewis, Oxford Street, Marylebone	0.0	0.0	0.0	0.0	0.0	0.0
Others						
Abroad	0.4	0.4	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	49.8	1.5	5.9	7.7	4.1	30.6
Total	168.1	12.2	29.6	34.7	37.4	54.2

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales
2018 Prices

Table 19: Large electrical goods shopping patterns

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 9 Electrical (%)	Zone 8 Electrical (%)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	6.9%	17.0%	6.1%	2.5%	0.0%	5.3%
Crossharbour District Centre						
Crossharbour District Centre	0.8%	3.1%	0.0%	0.0%	0.0%	0.0%
Asda, East Ferry Road, Isle of Dogs	0.7%	1.2%	0.0%	1.2%	0.0%	1.4%
Sub-total Zone 1	8.5%	21.4%	6.1%	3.7%	0.0%	6.6%
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	1.3%	0.0%	6.1%	0.0%	0.0%	0.0%
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	29.6%	22.7%	49.4%	36.3%	4.2%	38.7%
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Burdett Road, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	30.9%	22.7%	55.4%	36.3%	4.2%	38.7%
Zone 7						
Roman Road East District Centre						
Bow District Centre	1.9%	0.0%	0.0%	8.4%	0.0%	0.0%
Hackney						
Hackney Wick District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Victoria Park Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Screwfix, Maverton Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 7	1.9%	0.0%	0.0%	8.4%	0.0%	0.0%
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.3%	0.0%	1.1%	0.0%	0.0%	0.7%
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Mile End Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.1%	0.0%	0.0%	0.0%	0.0%	0.7%
Sub-total Zone 8	0.4%	0.0%	1.1%	0.0%	0.0%	1.4%
Zone 9						
Newham						
Abbey Road, Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Silvertown Way, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Manor Road, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Westfield Stratford City, London	11.4%	3.1%	8.6%	8.6%	21.5%	24.2%
Sub-total Zone 9	11.4%	3.1%	8.6%	8.6%	21.5%	24.2%
Sub-total // Study Area	53.0%	47.2%	71.2%	56.9%	25.8%	70.9%
Total // Tower Hamlets	44.0%	44.1%	65.4%	54.5%	4.2%	50.6%

Table 19: Large electrical goods shopping patterns

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 9 Electrical (%)	Zone 8 Electrical (%)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitechapel District Centre	2.0%	0.0%	2.8%	6.1%	0.0%	0.0%
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.5%	0.0%	0.0%	0.0%	0.0%	4.6%
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barking and Dagenham						
Barking District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadwell Heath Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Merriellands Retail Park, Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon						
Basildon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxbourne						
Cheshunt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dartford						
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe	1.0%	3.1%	1.1%	0.0%	0.0%	0.0%
Enfield						
Fore Street, Enfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Glover Drive, Tottenham (Edmonton)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenwich						
Charlton District Centre	0.8%	3.1%	0.0%	0.0%	0.0%	0.0%
Bugsby Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Ramac Way, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stonelake Retail Park, Greenwich	0.3%	0.0%	0.0%	1.2%	0.0%	0.0%
Thompsons Garden Centre, Shooters Hill, Welling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Blackheath Road, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney						
Dalston District Centre	1.4%	0.0%	0.0%	6.1%	0.0%	0.0%
Hackney Central District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homerton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shoreditch District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonigra Pharmacy, Well Street, Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tottenham Hale Retail Park, Tottenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havering						
Romford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallows Corner Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Eastern Avenue West, Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Islington						
Essex Road, Islington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham						
Lewisham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Table 19: Large electrical goods shopping patterns

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 9 Electrical (%)	Zone 8 Electrical (%)
LLDC						
Bromley-By-Bow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newham						
Beckton District Centre	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%
East Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plaistow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford Town Centre	1.9%	0.0%	2.2%	0.0%	5.9%	2.4%
Upton Park District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Tollgate Road, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	1.6%	3.1%	0.0%	0.0%	4.2%	0.0%
Beckton Retail Park, Alpine Way, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	10.1%	13.4%	11.9%	8.4%	6.7%	7.9%
Gallions Reach Shopping Park, Beckton	8.2%	10.5%	0.0%	0.0%	24.0%	8.1%
Gateway Retail Park, Claps Gate Lane, Beckton	4.1%	0.0%	7.5%	0.0%	13.3%	0.0%
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%
Redbridge						
Ilford Town Centre District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Springfield Drive, Ilford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Old Kent Road, Southwark	1.0%	0.0%	0.0%	0.0%	4.2%	1.4%
Stratford-on-Avon						
Surrey Quays District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maybird Shopping Park, Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park, West Thurrock Way, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Heron Way, Lakeside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waltham Forest						
Bakers Arms District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leytonstone District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walthamstow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Marshall Road, Leyton	0.7%	0.0%	0.0%	3.1%	0.0%	0.0%
B&Q, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Leyton Mills Retail Park, Leyton	3.9%	0.0%	0.0%	3.7%	15.9%	0.0%
Leyton Mills Retail Park, Leyton	3.2%	0.0%	0.0%	14.5%	0.0%	0.0%
Westminster						
Central London / West End	2.1%	6.1%	0.0%	0.0%	0.0%	4.7%
John Lewis, Oxford Street, Marylebone	3.7%	12.2%	2.2%	0.0%	0.0%	0.0%
Others						
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	47.0%	52.8%	28.8%	43.1%	74.3%	29.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 20: Large electrical goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	6.6	4.3	1.2	0.5	0.6	0.0
Crossharbour District Centre						
Crossharbour District Centre	0.8	0.8	0.0	0.0	0.0	0.0
Asda, East Ferry Road, Isle of Dogs	0.7	0.3	0.0	0.3	0.1	0.0
Sub-total Zone 1	8.1	5.3	1.2	0.8	0.7	0.0
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	1.2	0.0	1.2	0.0	0.0	0.0
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	28.3	5.7	10.0	7.7	4.1	0.8
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Burdett Road, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	29.5	5.7	11.3	7.7	4.1	0.8
Zone 7						
Roman Road East District Centre						
Bow District Centre	1.8	0.0	0.0	1.8	0.0	0.0
Hackney						
Hackney Wick District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Park Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Screwfix, Maverton Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 7	1.8	0.0	0.0	1.8	0.0	0.0
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.3	0.0	0.2	0.0	0.1	0.0
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0	0.0	0.0	0.0	0.0	0.0
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Mile End Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.1	0.0	0.0	0.0	0.1	0.0
Sub-total Zone 8	0.4	0.0	0.2	0.0	0.1	0.0
Zone 9						
Newham						
Abbey Road, Stratford	0.0	0.0	0.0	0.0	0.0	0.0
Canning Town District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Silvertown Way, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Manor Road, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Westfield Stratford City, London	10.9	0.8	1.7	1.8	2.6	3.9
Sub-total Zone 9	10.9	0.8	1.7	1.8	2.6	3.9
Sub-total // Study Area	50.6	11.8	14.5	12.1	7.5	4.7
Total // Tower Hamlets	42.0	11.0	13.3	11.6	5.4	0.8

Table 20: Large electrical goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Whitechapel District Centre	1.9	0.0	0.6	1.3	0.0	0.0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.0	0.0	0.0	0.0	0.0	0.0
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.5	0.0	0.0	0.0	0.5	0.0
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0	0.0	0.0	0.0	0.0	0.0
Barking and Dagenham						
Barking District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Chadwell Heath Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Merriellands Retail Park, Dagenham	0.0	0.0	0.0	0.0	0.0	0.0
Basildon						
Basildon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Broxbourne						
Cheshunt Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	1.0	0.8	0.2	0.0	0.0	0.0
Enfield						
Fore Street, Enfield	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Glover Drive, Tottenham (Edmonton)	0.0	0.0	0.0	0.0	0.0	0.0
Greenwich						
Charlton District Centre	0.8	0.8	0.0	0.0	0.0	0.0
Bugsby Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Ramac Way, Charlton	0.0	0.0	0.0	0.0	0.0	0.0
Stonelake Retail Park, Greenwich	0.3	0.0	0.0	0.3	0.0	0.0
Thompsons Garden Centre, Shooters Hill, Welling	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Blackheath Road, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Hackney						
Dalston District Centre	1.3	0.0	0.0	1.3	0.0	0.0
Hackney Central District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Homerton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Shoreditch District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Sonigra Pharmacy, Well Street, Hackney	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0	0.0	0.0	0.0	0.0	0.0
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0	0.0	0.0	0.0	0.0	0.0
Tottenham Hale Retail Park, Tottenham	0.0	0.0	0.0	0.0	0.0	0.0
Havering						
Romford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Rainham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Gallows Corner Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Eastern Avenue West, Romford	0.0	0.0	0.0	0.0	0.0	0.0
Islington						
Essex Road, Islington	0.0	0.0	0.0	0.0	0.0	0.0
Lewisham						
Lewisham District Centre	0.0	0.0	0.0	0.0	0.0	0.0

Table 20: Large electrical goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)
LLDC						
Bromley-By-Bow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Newham						
Beckton District Centre	0.3	0.3	0.0	0.0	0.0	0.0
East Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Plaistow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stratford Town Centre	1.8	0.0	0.4	0.0	0.3	1.1
Upton Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0
West Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Tollgate Road, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	1.6	0.8	0.0	0.0	0.0	0.8
Beckton Retail Park, Alpine Way, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	9.6	3.3	2.4	1.8	0.8	1.2
Gallions Reach Shopping Park, Beckton	7.9	2.6	0.0	0.0	0.9	4.4
Gateway Retail Park, Claps Gate Lane, Beckton	4.0	0.0	1.5	0.0	0.0	2.4
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.2	0.0	0.2	0.0	0.0	0.0
Redbridge						
Ilford Town Centre District Centre	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Springfield Drive, Ilford	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Old Kent Road, Southwark	0.9	0.0	0.0	0.0	0.1	0.8
Stratford-on-Avon						
Surrey Quays District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Maybird Shopping Park, Stratford-upon-Avon	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock Way, Grays	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Heron Way, Lakeside	0.0	0.0	0.0	0.0	0.0	0.0
Waltham Forest						
Bakers Arms District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leytonstone District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Walthamstow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Marshall Road, Leyton	0.7	0.0	0.0	0.7	0.0	0.0
B&Q, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Leyton Mills Retail Park, Leyton	3.7	0.0	0.0	0.8	0.0	2.9
Leyton Mills Retail Park, Leyton	3.1	0.0	0.0	3.1	0.0	0.0
Westminster						
Central London / West End	2.0	1.5	0.0	0.0	0.5	0.0
John Lewis, Oxford Street, Marylebone	3.5	3.1	0.5	0.0	0.0	0.0
Others						
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	44.9	13.2	5.8	9.2	3.1	13.6
Total	95.5	25.0	20.3	21.3	10.6	18.3

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales
2018 Prices

Table 21: DIY goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	2.0%	4.9%	0.0%	0.0%	7.5%	0.0%
Crossharbour District Centre						
Crossharbour District Centre	2.1%	9.7%	0.0%	0.0%	0.0%	0.0%
Asda, East Ferry Road, Isle of Dogs	2.3%	9.7%	0.0%	0.7%	0.0%	0.0%
Sub-total Zone 1	6.5%	24.3%	0.0%	0.7%	7.5%	0.0%
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.3%	0.0%	1.3%	0.0%	0.0%	0.0%
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	3.7%	0.0%	16.8%	0.0%	0.0%	0.0%
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	2.8%	0.0%	12.9%	0.0%	0.0%	0.0%
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Burdett Road, Limehouse	0.3%	0.0%	1.3%	0.0%	0.0%	0.0%
Sub-total Zone 6	7.1%	0.0%	32.3%	0.0%	0.0%	0.0%
Zone 7						
Roman Road East District Centre						
Bow District Centre	3.3%	0.0%	0.0%	13.1%	3.6%	0.0%
Hackney						
Hackney Wick District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Victoria Park Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Screwfix, Maverton Road, Bow	1.5%	0.0%	3.3%	3.5%	0.0%	0.0%
Sub-total Zone 7	4.8%	0.0%	3.3%	16.6%	3.6%	0.0%
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.7%	0.0%	0.0%	0.0%	5.4%	0.0%
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.3%	0.0%	1.3%	0.0%	0.0%	0.0%
Co-op, Mile End Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.7%	0.0%	0.0%	0.0%	5.3%	0.0%
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 8	1.7%	0.0%	1.3%	0.0%	10.7%	0.0%
Zone 9						
Newham						
Abbey Road, Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town District Centre	1.2%	0.0%	0.0%	0.0%	0.0%	5.8%
Morrisons, Silvertown Way, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Manor Road, Canning Town	5.2%	0.0%	0.0%	0.0%	12.4%	17.0%
LLDC						
Westfield Stratford City, London	4.3%	7.7%	1.3%	0.0%	3.5%	8.7%
Sub-total Zone 9	10.7%	7.7%	1.3%	0.0%	15.8%	31.4%
Sub-total // Study Area	30.8%	32.0%	38.2%	17.3%	37.6%	31.4%
Total // Tower Hamlets	19.0%	26.3%	33.6%	13.8%	21.8%	0.0%

Table 21: DIY goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitechapel District Centre	0.4%	2.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barking and Dagenham						
Barking District Centre	0.3%	0.0%	1.3%	0.0%	0.0%	0.0%
Chadwell Heath Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Merriellands Retail Park, Dagenham	1.1%	0.0%	0.0%	4.9%	0.0%	0.0%
Basildon						
Basildon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxbourne						
Cheshunt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enfield						
Fore Street, Enfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Glover Drive, Tottenham (Edmonton)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenwich						
Charlton District Centre	0.8%	2.5%	1.3%	0.0%	0.0%	0.0%
Bugsby Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	7.2%	19.0%	0.0%	0.0%	13.1%	6.3%
IKEA, Bugsby's Way, Greenwich Peninsula	0.5%	0.0%	0.0%	0.0%	3.5%	0.0%
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Ramac Way, Charlton	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%
Stonelake Retail Park, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thompsons Garden Centre, Shooters Hill, Welling	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%
Wickes, Blackheath Road, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney						
Dalston District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney Central District Centre	0.4%	0.0%	0.0%	1.8%	0.0%	0.0%
Homerton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shoreditch District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonigra Pharmacy, Well Street, Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tottenham Hale Retail Park, Tottenham	1.1%	0.0%	0.0%	4.9%	0.0%	0.0%
Havering						
Romford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallows Corner Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Eastern Avenue West, Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Islington						
Essex Road, Islington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham						
Lewisham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Table 21: DIY goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)
LLDC						
Bromley-By-Bow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newham						
Beckton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plaistow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford Town Centre	3.3%	0.0%	8.9%	0.0%	0.5%	5.8%
Upton Park District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Tollgate Road, Beckton	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	19.9%	21.7%	22.2%	9.8%	24.6%	23.0%
Beckton Retail Park, Alpine Way, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	7.2%	18.8%	8.0%	0.0%	3.6%	3.9%
Gallions Reach Shopping Park, Beckton	0.8%	1.0%	0.0%	0.0%	0.0%	2.5%
Gateway Retail Park, Claps Gate Lane, Beckton	1.9%	1.0%	6.5%	0.0%	0.0%	1.3%
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Redbridge						
Ilford Town Centre District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Springfield Drive, Ilford	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.4%	2.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Old Kent Road, Southwark	0.3%	0.0%	1.3%	0.0%	0.0%	0.0%
Currys PC World, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-on-Avon						
Surrey Quays District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maybird Shopping Park, Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park, West Thurrock Way, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ikea, Heron Way, Lakeside	2.0%	0.0%	8.9%	0.0%	0.0%	0.0%
Waltham Forest						
Bakers Arms District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leytonstone District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walthamstow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Marshall Road, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Leyton Mills Retail Park, Leyton	19.1%	0.0%	3.3%	52.9%	12.9%	24.6%
Currys PC World, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Mills Retail Park, Leyton	2.3%	0.0%	0.0%	8.4%	1.6%	1.3%
Westminster						
Central London / West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
John Lewis, Oxford Street, Marylebone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others						
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	69.2%	68.0%	61.8%	82.7%	62.4%	68.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	0.7	0.4	0.0	0.0	0.3	0.0
Crossharbour District Centre						
Crossharbour District Centre	0.7	0.7	0.0	0.0	0.0	0.0
Asda, East Ferry Road, Isle of Dogs	0.8	0.7	0.0	0.1	0.0	0.0
Sub-total Zone 1	2.3	1.9	0.0	0.1	0.3	0.0
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	0.1	0.0	0.1	0.0	0.0	0.0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	1.3	0.0	1.3	0.0	0.0	0.0
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	1.0	0.0	1.0	0.0	0.0	0.0
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Burdett Road, Limehouse	0.1	0.0	0.1	0.0	0.0	0.0
Sub-total Zone 6	2.5	0.0	2.5	0.0	0.0	0.0
Zone 7						
Roman Road East District Centre						
Bow District Centre	1.2	0.0	0.0	1.0	0.2	0.0
Hackney						
Hackney Wick District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Park Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Screwfix, Maverton Road, Bow	0.5	0.0	0.3	0.3	0.0	0.0
Sub-total Zone 7	1.7	0.0	0.3	1.3	0.2	0.0
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.3	0.0	0.0	0.0	0.3	0.0
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0	0.0	0.0	0.0	0.0	0.0
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.1	0.0	0.1	0.0	0.0	0.0
Co-op, Mile End Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Poplar High Street Neighbourhood Centre						
Poplar High Street	0.2	0.0	0.0	0.0	0.2	0.0
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 8	0.6	0.0	0.1	0.0	0.5	0.0
Zone 9						
Newham						
Abbey Road, Stratford	0.0	0.0	0.0	0.0	0.0	0.0
Canning Town District Centre	0.4	0.0	0.0	0.0	0.0	0.4
Morrisons, Silvertown Way, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Manor Road, Canning Town	1.8	0.0	0.0	0.0	0.6	1.3
LLDC						
Westfield Stratford City, London	1.5	0.6	0.1	0.0	0.2	0.6
Sub-total Zone 9	3.7	0.6	0.1	0.0	0.7	2.3
Sub-total // Study Area	10.8	2.4	3.0	1.3	1.7	2.3
Total // Tower Hamlets	6.7	2.0	2.6	1.0	1.0	0.0

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Whitechapel District Centre	0.2	0.2	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.0	0.0	0.0	0.0	0.0	0.0
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0	0.0	0.0	0.0	0.0	0.0
Barking and Dagenham						
Barking District Centre	0.1	0.0	0.1	0.0	0.0	0.0
Chadwell Heath Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Merriellands Retail Park, Dagenham	0.4	0.0	0.0	0.4	0.0	0.0
Basildon						
Basildon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Broxbourne						
Cheshunt Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	0.0	0.0	0.0	0.0	0.0	0.0
Enfield						
Fore Street, Enfield	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Glover Drive, Tottenham (Edmonton)	0.0	0.0	0.0	0.0	0.0	0.0
Greenwich						
Charlton District Centre	0.3	0.2	0.1	0.0	0.0	0.0
Bugsby Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	2.5	1.5	0.0	0.0	0.6	0.5
IKEA, Bugsby's Way, Greenwich Peninsula	0.2	0.0	0.0	0.0	0.2	0.0
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.0	0.0	0.0	0.0	0.0	0.0
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Ramac Way, Charlton	0.0	0.0	0.0	0.0	0.0	0.0
Stonelake Retail Park, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Thompsons Garden Centre, Shooters Hill, Welling	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Blackheath Road, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Hackney						
Dalston District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Hackney Central District Centre	0.1	0.0	0.0	0.1	0.0	0.0
Homerton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Shoreditch District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Sonigra Pharmacy, Well Street, Hackney	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0	0.0	0.0	0.0	0.0	0.0
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.0	0.0	0.0	0.0	0.0	0.0
Tottenham Hale Retail Park, Tottenham	0.4	0.0	0.0	0.4	0.0	0.0
Havering						
Romford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Rainham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Gallows Corner Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Eastern Avenue West, Romford	0.0	0.0	0.0	0.0	0.0	0.0
Islington						
Essex Road, Islington	0.0	0.0	0.0	0.0	0.0	0.0
Lewisham						
Lewisham District Centre	0.0	0.0	0.0	0.0	0.0	0.0

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)
LLDC						
Bromley-By-Bow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Newham						
Beckton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
East Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Plaistow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stratford Town Centre	1.1	0.0	0.7	0.0	0.0	0.4
Upton Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0
West Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Tollgate Road, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	7.0	1.7	1.7	0.7	1.1	1.7
Beckton Retail Park, Alpine Way, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	2.5	1.4	0.6	0.0	0.2	0.3
Gallions Reach Shopping Park, Beckton	0.3	0.1	0.0	0.0	0.0	0.2
Gateway Retail Park, Claps Gate Lane, Beckton	0.7	0.1	0.5	0.0	0.0	0.1
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Redbridge						
Ilford Town Centre District Centre	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Springfield Drive, Ilford	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.2	0.2	0.0	0.0	0.0	0.0
B&Q, Old Kent Road, Southwark	0.1	0.0	0.1	0.0	0.0	0.0
Currys PC World, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-on-Avon						
Surrey Quays District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Maybird Shopping Park, Stratford-upon-Avon	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock Way, Grays	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Heron Way, Lakeside	0.7	0.0	0.7	0.0	0.0	0.0
Waltham Forest						
Bakers Arms District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Leytonstone District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Walthamstow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Marshall Road, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Leyton Mills Retail Park, Leyton	6.7	0.0	0.3	4.0	0.6	1.8
Currys PC World, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Mills Retail Park, Leyton	0.8	0.0	0.0	0.6	0.1	0.1
Westminster						
Central London / West End	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Oxford Street, Marylebone	0.0	0.0	0.0	0.0	0.0	0.0
Others						
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	24.2	5.2	4.8	6.3	2.9	5.1
Total	35.0	7.6	7.7	7.6	4.6	7.4

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales
2018 Prices

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	1.3%	1.4%	4.5%	0.0%	0.0%	0.0%
Crossharbour District Centre						
Crossharbour District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, East Ferry Road, Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 1	1.3%	1.4%	4.5%	0.0%	0.0%	0.0%
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	3.0%	3.5%	4.5%	5.4%	0.0%	0.0%
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Burdett Road, Limehouse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 6	3.0%	3.5%	4.5%	5.4%	0.0%	0.0%
Zone 7						
Roman Road East District Centre						
Bow District Centre	4.9%	0.0%	10.5%	7.6%	7.2%	0.0%
Hackney						
Hackney Wick District Centre	1.2%	0.0%	0.0%	5.4%	0.0%	0.0%
Victoria Park Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Screwfix, Maverton Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 7	6.1%	0.0%	10.5%	13.0%	7.2%	0.0%
Zone 9						
Newham						
Abbey Road, Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town District Centre	3.7%	6.9%	1.8%	2.2%	0.0%	6.2%
Morrisons, Silvertown Way, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Manor Road, Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LLDC						
Westfield Stratford City, London	3.8%	13.2%	0.0%	0.0%	5.8%	0.0%
Sub-total Zone 9	7.6%	20.1%	1.8%	2.2%	5.8%	6.2%
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.3%	0.0%	0.0%	0.0%	2.6%	0.0%
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.3%	1.4%	0.0%	0.0%	0.0%	0.0%
Co-op, Mile End Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poplar High Street Neighbourhood Centre						
Poplar High Street	2.4%	0.0%	8.8%	0.0%	4.3%	0.0%
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Zone 8	3.0%	1.4%	8.8%	0.0%	6.9%	0.0%
Sub-total // Study Area	21.1%	26.3%	30.0%	20.6%	19.9%	6.2%
Total // Tower Hamlets	14.9%	15.7%	30.0%	13.0%	14.1%	0.0%

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitechapel District Centre	2.3%	9.4%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.4%	0.0%	1.8%	0.0%	0.0%	0.0%
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barking and Dagenham						
Barking District Centre	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%
Chadwell Heath Local Centre	1.2%	0.0%	0.0%	5.4%	0.0%	0.0%
Merriellands Retail Park, Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon						
Basildon Town Centre	0.3%	1.4%	0.0%	0.0%	0.0%	0.0%
Broxbourne						
Cheshunt Town Centre	0.3%	0.0%	0.0%	0.0%	2.2%	0.0%
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	1.2%	3.5%	1.8%	0.0%	0.0%	0.0%
Enfield						
Fore Street, Enfield	1.2%	0.0%	0.0%	5.4%	0.0%	0.0%
Ikea, Glover Drive, Tottenham (Edmonton)	6.5%	0.0%	0.0%	16.2%	5.8%	10.4%
Greenwich						
Charlton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bugsby Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	3.6%	6.9%	0.0%	0.0%	0.0%	10.2%
IKEA, Bugsby's Way, Greenwich Peninsula	2.8%	0.0%	12.0%	0.0%	1.7%	0.0%
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.7%	0.0%	0.0%	0.0%	5.8%	0.0%
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Ramac Way, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stonelake Retail Park, Greenwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thompsons Garden Centre, Shooters Hill, Welling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Blackheath Road, Greenwich	0.5%	0.0%	0.0%	2.2%	0.0%	0.0%
Hackney						
Dalston District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hackney Central District Centre	0.2%	0.0%	0.0%	0.0%	1.7%	0.0%
Homerton District Centre	1.7%	0.0%	0.0%	7.4%	0.0%	0.0%
Shoreditch District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonigra Pharmacy, Well Street, Hackney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.2%	0.0%	0.0%	0.0%	1.7%	0.0%
Tottenham Hale Retail Park, Tottenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havering						
Romford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallows Corner Local Centre	0.6%	0.0%	0.0%	0.0%	1.7%	2.1%
Dunelm, Eastern Avenue West, Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Islington						
Essex Road, Islington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham						
Lewisham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)
LLDC						
Bromley-By-Bow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newham						
Beckton District Centre	2.1%	4.9%	4.5%	0.0%	0.0%	0.0%
East Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plaistow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford Town Centre	3.0%	0.0%	0.0%	0.0%	0.0%	15.4%
Upton Park District Centre	0.4%	0.0%	0.0%	0.0%	0.0%	2.1%
West Ham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Tollgate Road, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.5%	0.0%	0.0%	2.2%	0.0%	0.0%
Beckton Retail Park, Alpine Way, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	30.5%	30.2%	36.6%	18.2%	39.7%	33.0%
Gallions Reach Shopping Park, Beckton	2.0%	0.0%	1.8%	0.0%	10.0%	2.1%
Gateway Retail Park, Claps Gate Lane, Beckton	2.3%	0.0%	1.8%	2.2%	1.7%	6.2%
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Redbridge						
Ilford Town Centre District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Springfield Drive, Ilford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Old Kent Road, Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-on-Avon						
Surrey Quays District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maybird Shopping Park, Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park, West Thurrock Way, Grays	2.1%	6.9%	1.8%	0.0%	0.8%	0.0%
Ikea, Heron Way, Lakeside	3.1%	0.0%	4.5%	5.4%	3.9%	2.1%
Waltham Forest						
Bakers Arms District Centre	1.0%	0.0%	0.0%	0.0%	0.0%	5.2%
Leyton Town Centre	1.0%	0.0%	0.0%	0.0%	0.0%	5.2%
Leytonstone District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walthamstow District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Marshall Road, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Currys PC World, Leyton Mills Retail Park, Leyton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyton Mills Retail Park, Leyton	3.4%	0.0%	0.0%	14.8%	0.0%	0.0%
Westminster						
Central London / West End	1.0%	3.5%	0.0%	0.0%	1.7%	0.0%
John Lewis, Oxford Street, Marylebone	2.5%	6.9%	3.6%	0.0%	0.8%	0.0%
Others						
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Outside Study Area	78.9%	73.7%	70.0%	79.4%	80.2%	93.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)
Zone 1						
Canary Wharf Major Centre						
Canary Wharf Major Centre	0.7	0.2	0.5	0.0	0.0	0.0
Crossharbour District Centre						
Crossharbour District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, East Ferry Road, Isle of Dogs	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 1	0.7	0.2	0.5	0.0	0.0	0.0
Zone 6						
Bethnal Green District Centre						
Bethnal Green District Centre	1.7	0.5	0.5	0.7	0.0	0.0
Tesco Metro, Bethnal Green Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Limehouse Neighbourhood Centre						
Limehouse Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stepney Green Neighbourhood Centre						
Stepney Green Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0
Edge of Centre						
Currys PC World, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Anchor House, Mile End Road, Bethnal Green	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Burdett Road, Limehouse	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 6	1.7	0.5	0.5	0.7	0.0	0.0
Zone 7						
Roman Road East District Centre						
Bow District Centre	2.8	0.0	1.3	1.0	0.5	0.0
Hackney						
Hackney Wick District Centre	0.7	0.0	0.0	0.7	0.0	0.0
Victoria Park Local Centre	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Screwfix, Maverton Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 7	3.5	0.0	1.3	1.7	0.5	0.0
Zone 8						
Chrisp Street District Centre						
Chrisp Street District Centre	0.2	0.0	0.0	0.0	0.2	0.0
Aberfeldy Street Neighbourhood Centre						
Aberfeldy Street, Poplar	0.0	0.0	0.0	0.0	0.0	0.0
Mile End Neighbourhood Centre						
Mile End Neighbourhood Centre	0.2	0.2	0.0	0.0	0.0	0.0
Co-op, Mile End Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Devons Road Neighbourhood Centre						
Devons Road, Bow	0.0	0.0	0.0	0.0	0.0	0.0
Poplar High Street Neighbourhood Centre						
Poplar High Street	1.3	0.0	1.1	0.0	0.3	0.0
LLDC						
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Zone 8	1.7	0.2	1.1	0.0	0.5	0.0
Zone 9						
Newham						
Abbey Road, Stratford	0.0	0.0	0.0	0.0	0.0	0.0
Canning Town District Centre	2.1	0.9	0.2	0.3	0.0	0.7
Morrisons, Silvertown Way, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Manor Road, Canning Town	0.0	0.0	0.0	0.0	0.0	0.0
LLDC						
Westfield Stratford City, London	2.2	1.8	0.0	0.0	0.4	0.0
Sub-total Zone 9	4.3	2.7	0.2	0.3	0.4	0.7
Sub-total // Study Area	11.9	3.5	3.6	2.7	1.4	0.7
Total // Tower Hamlets	8.4	2.1	3.6	1.7	1.0	0.0

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)
Outside Survey Area						
Whitechapel District Centre						
Shadwell District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Whitechapel District Centre	1.3	1.3	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	0.0	0.0	0.0	0.0	0.0	0.0
Edge of Centre						
Screwfix, The Highway Trading Estate, Limehouse	0.2	0.0	0.2	0.0	0.0	0.0
Ashford						
Ashford Designer Village, Kimberley Walk, Ashford	0.0	0.0	0.0	0.0	0.0	0.0
Barking and Dagenham						
Barking District Centre	0.1	0.0	0.0	0.0	0.1	0.0
Chadwell Heath Local Centre	0.7	0.0	0.0	0.7	0.0	0.0
Merriellands Retail Park, Dagenham	0.0	0.0	0.0	0.0	0.0	0.0
Basildon						
Basildon Town Centre	0.2	0.2	0.0	0.0	0.0	0.0
Broxbourne						
Cheshunt Town Centre	0.1	0.0	0.0	0.0	0.1	0.0
Dartford						
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	0.7	0.5	0.2	0.0	0.0	0.0
Enfield						
Fore Street, Enfield	0.7	0.0	0.0	0.7	0.0	0.0
Ikea, Glover Drive, Tottenham (Edmonton)	3.6	0.0	0.0	2.1	0.4	1.1
Greenwich						
Charlton District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Bugsby Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	2.0	0.9	0.0	0.0	0.0	1.1
IKEA, Bugsby's Way, Greenwich Peninsula	1.6	0.0	1.4	0.0	0.1	0.0
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.4	0.0	0.0	0.0	0.4	0.0
Peninsular Retail Park, Bugsby's Way, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Ramac Way, Charlton	0.0	0.0	0.0	0.0	0.0	0.0
Stonelake Retail Park, Greenwich	0.0	0.0	0.0	0.0	0.0	0.0
Thompsons Garden Centre, Shooters Hill, Welling	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Blackheath Road, Greenwich	0.3	0.0	0.0	0.3	0.0	0.0
Hackney						
Dalston District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Hackney Central District Centre	0.1	0.0	0.0	0.0	0.1	0.0
Homerton District Centre	1.0	0.0	0.0	1.0	0.0	0.0
Shoreditch District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Sonigra Pharmacy, Well Street, Hackney	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith and Fulham						
Westfield London, Ariel Way, Shepherd's Bush	0.0	0.0	0.0	0.0	0.0	0.0
Haringey						
Homebase, Green Lanes, Finsbury Park / Haringey	0.1	0.0	0.0	0.0	0.1	0.0
Tottenham Hale Retail Park, Tottenham	0.0	0.0	0.0	0.0	0.0	0.0
Havering						
Romford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Rainham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0
Gallows Corner Local Centre	0.3	0.0	0.0	0.0	0.1	0.2
Dunelm, Eastern Avenue West, Romford	0.0	0.0	0.0	0.0	0.0	0.0
Islington						
Essex Road, Islington	0.0	0.0	0.0	0.0	0.0	0.0
Lewisham						
Lewisham District Centre	0.0	0.0	0.0	0.0	0.0	0.0

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)
LLDC						
Bromley-By-Bow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Newham						
Beckton District Centre	1.2	0.7	0.5	0.0	0.0	0.0
East Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Plaistow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Stratford Town Centre	1.7	0.0	0.0	0.0	0.0	1.7
Upton Park District Centre	0.2	0.0	0.0	0.0	0.0	0.2
West Ham District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Tollgate Road, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	0.3	0.0	0.0	0.3	0.0	0.0
Beckton Retail Park, Alpine Way, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	17.2	4.1	4.4	2.4	2.7	3.6
Gallions Reach Shopping Park, Beckton	1.1	0.0	0.2	0.0	0.7	0.2
Gateway Retail Park, Claps Gate Lane, Beckton	1.3	0.0	0.2	0.3	0.1	0.7
Sainsbury's Superstore, Claps Gate Lane, Beckton	0.0	0.0	0.0	0.0	0.0	0.0
Redbridge						
Ilford Town Centre District Centre	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Springfield Drive, Ilford	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea						
The Range, Short Street, Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0
Southwark						
Alleyn Park Garden Centre, West Dulwich	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Old Kent Road, Southwark	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-on-Avon						
Surrey Quays District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Maybird Shopping Park, Stratford-upon-Avon	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock						
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock Way, Grays	1.2	0.9	0.2	0.0	0.1	0.0
Ikea, Heron Way, Lakeside	1.7	0.0	0.5	0.7	0.3	0.2
Waltham Forest						
Bakers Arms District Centre	0.6	0.0	0.0	0.0	0.0	0.6
Leyton Town Centre	0.6	0.0	0.0	0.0	0.0	0.6
Leytonstone District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Walthamstow District Centre	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Marshall Road, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Currys PC World, Leyton Mills Retail Park, Leyton	0.0	0.0	0.0	0.0	0.0	0.0
Leyton Mills Retail Park, Leyton	1.9	0.0	0.0	1.9	0.0	0.0
Westminster						
Central London / West End	0.6	0.5	0.0	0.0	0.1	0.0
John Lewis, Oxford Street, Marylebone	1.4	0.9	0.4	0.0	0.1	0.0
Others						
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Outside Study Area	44.4	9.9	8.4	10.3	5.5	10.3
Total	56.3	13.4	12.0	13.0	6.9	10.9

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 25: Comparison goods expenditure

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Inflow from Beyond Study Area (£m)	Total Comparison (inc. Inflow) (£m)
Zone 1									
Canary Wharf Major Centre									
Canary Wharf Major Centre	38.0	4.6%	21.8	7.9	2.5	5.8	0.0	0.0	38.0
Crossharbour District Centre									
Crossharbour District Centre	7.7	0.9%	5.0	1.5	0.0	1.2	0.0	0.0	7.7
Asda, East Ferry Road, Isle of Dogs	35.0	4.2%	17.8	8.2	0.7	6.6	1.6	0.0	35.0
Sub-total Zone 1	80.6		44.6	17.6	3.2	13.6	1.6	0.0	80.6
Zone 6									
Bethnal Green District Centre									
Bethnal Green District Centre	5.9	0.7%	0.5	4.6	0.9	0.0	0.0	0.0	5.9
Tesco Metro, Bethnal Green Road, Bethnal Green	0.2	0.0%	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Limehouse Neighbourhood Centre									
Limehouse Neighbourhood Centre	2.5	0.3%	0.0	2.5	0.0	0.0	0.0	0.0	2.5
Stepney Green Neighbourhood Centre									
Stepney Green Neighbourhood Centre	8.5	1.0%	1.0	5.8	0.2	1.5	0.0	0.0	8.5
Edge of Centre									
Currys PC World, Mile End Road, Bethnal Green	28.3	3.4%	5.7	10.0	7.7	4.1	0.8	0.0	28.3
Halfords, Anchor House, Mile End Road, Bethnal Green	2.1	0.3%	0.4	0.0	1.2	0.5	0.0	0.0	2.1
Lidl, Burdett Road, Limehouse	0.2	0.0%	0.0	0.1	0.0	0.1	0.0	0.0	0.2
Sub-total Zone 6	47.8		7.6	23.2	10.0	6.2	0.8	0.0	47.8
Zone 7									
Roman Road East District Centre									
Bow District Centre	30.8	3.7%	0.0	4.5	21.2	5.1	0.0	0.0	30.8
Hackney									
Hackney Wick District Centre	2.0	0.2%	0.0	0.0	2.0	0.0	0.0	0.0	2.0
Victoria Park Local Centre	0.5	0.1%	0.0	0.0	0.5	0.0	0.0	0.0	0.5
LLDC									
Screwfix, Maverton Road, Bow	0.5	0.1%	0.0	0.3	0.3	0.0	0.0	0.0	0.5
Sub-total Zone 7	33.8		0.0	4.8	23.9	5.1	0.0	0.0	33.8
Zone 8									
Chrisp Street District Centre									
Chrisp Street District Centre	12.7	1.5%	0.4	2.3	0.0	10.0	0.0	0.0	12.7
Aberfeldy Street Neighbourhood Centre									
Aberfeldy Street, Poplar	0.6	0.1%	0.0	0.0	0.0	0.6	0.0	0.0	0.6
Mile End Neighbourhood Centre									
Mile End Neighbourhood Centre	2.1	0.3%	0.2	0.3	0.0	1.6	0.0	0.0	2.1
Co-op, Mile End Road, Bow	0.1	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Devons Road Neighbourhood Centre									
Devons Road, Bow	1.0	0.1%	0.0	0.0	0.0	1.0	0.0	0.0	1.0
Poplar High Street Neighbourhood Centre									
Poplar High Street	8.6	1.0%	0.0	3.9	0.0	4.7	0.0	0.0	8.6
LLDC									
Tesco Superstore, Hancock Road, Bow, Bromley By Bow	8.9	1.1%	0.0	0.0	4.6	2.1	2.2	0.0	8.9
Sub-total Zone 8	33.9	4.1%	0.6	6.5	4.6	20.0	2.2	0.0	33.9
Zone 9									
Newham									
Abbey Road, Stratford	1.7	0.2%	0.0	0.0	0.0	0.0	1.7	0.0	1.7
Canning Town District Centre	15.5	1.9%	0.9	0.2	0.3	0.0	14.1	0.0	15.5
Morrisons, Silvertown Way, Canning Town	1.2	0.1%	0.0	0.0	0.0	0.0	1.2	0.0	1.2
Wickes, Manor Road, Canning Town	1.8	0.2%	0.0	0.0	0.0	0.6	1.3	0.0	1.8
LLDC									
Westfield Stratford City, London	238.6	28.9%	27.3	47.5	62.8	43.1	57.9	0.0	238.6
Sub-total Zone 9	258.9		28.2	47.7	63.1	43.7	76.2	0.0	258.9
Sub-total // Study Area	455.1	55.2%	81.1	99.8	104.9	88.5	80.8	0.0	455.1
Total // Tower Hamlets	193.5	23.5%	54.3	57.5	36.1	43.3	2.4	0.0	193.5

Table 25: Comparison goods expenditure

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Inflow from Beyond Study Area (£m)	Total Comparison (inc. Inflow) (£m)
Outside Survey Area									
Whitechapel District Centre									
Shadwell District Centre	1.4	0.2%	0.0	1.4	0.0	0.0	0.0		
Whitechapel District Centre	5.8	0.7%	1.4	3.1	1.3	0.0	0.0		
Sainsbury's Superstore, Cambridge Heath / Mile End Road, Whitechapel	1.3	0.2%	0.0	0.9	0.3	0.0	0.0		
Edge of Centre									
Screwfix, The Highway Trading Estate, Limehouse	0.7	0.1%	0.0	0.2	0.0	0.5	0.0		
Ashford									
Ashford Designer Village, Kimberley Walk, Ashford	2.6	0.3%	0.0	0.0	2.6	0.0	0.0		
Barking and Dagenham									
Barking District Centre	0.4	0.0%	0.0	0.3	0.0	0.1	0.0		
Chadwell Heath Local Centre	0.7	0.1%	0.0	0.0	0.7	0.0	0.0		
Merriellands Retail Park, Dagenham	0.4	0.0%	0.0	0.0	0.4	0.0	0.0		
Basildon									
Basildon Town Centre	0.2	0.0%	0.2	0.0	0.0	0.0	0.0		
Broxbourne									
Cheshunt Town Centre	0.4	0.1%	0.0	0.0	0.0	0.4	0.0		
Dartford									
Bluewater Shoppping Centre, Bluewater Parkway, Dartford, Greenhithe	4.3	0.5%	3.3	0.9	0.0	0.0	0.0		
Enfield									
Fore Street, Enfield	0.7	0.1%	0.0	0.0	0.7	0.0	0.0		
Ikea, Glover Drive, Tottenham (Edmonton)	8.6	1.0%	0.0	0.0	6.7	0.8	1.1		
Greenwich									
Charlton District Centre	5.6	0.7%	4.9	0.1	0.6	0.0	0.0		
Bugsby Way, Greenwich	0.9	0.1%	0.9	0.0	0.0	0.0	0.0		
B&Q, Millennium Leisure Park, Bugsby's Way, Greenwich	4.6	0.6%	2.4	0.0	0.0	0.6	1.6		
IKEA, Bugsby's Way, Greenwich Peninsula	11.6	1.4%	0.0	11.3	0.0	0.3	0.0		
Millennium Leisure Park, Bugsby's Way, Greenwich Peninsula	0.4	0.0%	0.0	0.0	0.0	0.4	0.0		
Peninsular Retail Park, Bugsby's Way, Greenwich	0.9	0.1%	0.0	0.9	0.0	0.0	0.0		
Screwfix, Ramac Way, Charlton	0.0	0.0%	0.0	0.0	0.0	0.0	0.0		
Stonelake Retail Park, Greenwich	0.3	0.0%	0.0	0.0	0.3	0.0	0.0		
Thompsons Garden Centre, Shooters Hill, Welling	0.0	0.0%	0.0	0.0	0.0	0.0	0.0		
Wickes, Blackheath Road, Greenwich	0.3	0.0%	0.0	0.0	0.3	0.0	0.0		
Hackney									
Dalston District Centre	1.8	0.2%	0.0	0.0	1.3	0.5	0.0		
Hackney Central District Centre	11.2	1.4%	0.0	0.0	11.1	0.1	0.0		
Homerton District Centre	1.0	0.1%	0.0	0.0	1.0	0.0	0.0		
Shoreditch District Centre	1.8	0.2%	0.7	1.0	0.0	0.0	0.0		
Sonigra Pharmacy, Well Street, Hackney	1.0	0.1%	0.0	0.0	1.0	0.0	0.0		
Hammersmith and Fulham									
Westfield London, Ariel Way, Shepherd's Bush	0.7	0.1%	0.0	0.0	0.0	0.7	0.0		
Haringey									
Homebase, Green Lanes, Finsbury Park / Haringey	0.1	0.0%	0.0	0.0	0.0	0.1	0.0		
Tottenham Hale Retail Park, Tottenham	0.4	0.0%	0.0	0.0	0.4	0.0	0.0		
Havering									
Romford Town Centre	5.2	0.6%	0.0	1.0	0.0	0.7	3.4		
Rainham Town Centre	1.1	0.1%	0.0	0.0	0.0	0.0	1.1		
Gallows Corner Local Centre	0.3	0.0%	0.0	0.0	0.0	0.1	0.2		
Dunelm, Eastern Avenue West, Romford	0.3	0.0%	0.0	0.0	0.0	0.3	0.0		
Islington									
Essex Road, Islington	0.8	0.1%	0.0	0.0	0.8	0.0	0.0		
Lewisham									
Lewisham District Centre	5.4	0.7%	5.1	0.2	0.0	0.1	0.0		

Table 25: Comparison goods expenditure

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Inflow from Beyond Study Area (£m)	Total Comparison (inc. Inflow) (£m)
LLDC									
Bromley-By-Bow District Centre	3.5	0.4%	0.0	0.2	0.0	3.2	0.0		
Newham									
Beckton District Centre	2.6	0.3%	2.0	0.5	0.0	0.1	0.0		
East Ham District Centre	1.6	0.2%	0.0	0.0	0.0	0.1	1.6		
Plaistow District Centre	1.5	0.2%	0.0	0.0	0.0	0.0	1.5		
Stratford Town Centre	32.9	4.0%	4.1	2.0	1.5	1.6	23.8		
Upton Park District Centre	0.2	0.0%	0.0	0.0	0.0	0.0	0.2		
West Ham District Centre	1.6	0.2%	0.0	1.1	0.0	0.0	0.5		
Asda, Tollgate Road, Beckton	2.4	0.3%	0.0	0.0	0.0	0.2	2.2		
B&Q, Gateway Retail Park, Claps Gate Lane, Beckton	8.8	1.1%	2.4	1.7	1.0	1.1	2.5		
Beckton Retail Park, Alpine Way, Beckton	0.4	0.1%	0.0	0.4	0.0	0.0	0.0		
Beckton Triangle Retail Park, Claps Gate Lane, Beckton	44.8	5.4%	16.2	7.8	4.6	5.6	10.6		
Gallions Reach Shopping Park, Beckton	46.9	5.7%	4.8	3.3	0.6	6.8	31.6		
Gateway Retail Park, Claps Gate Lane, Beckton	7.3	0.9%	0.1	2.2	1.5	0.4	3.2		
Sainsbury's Superstore, Claps Gate Lane, Beckton	5.2	0.6%	0.0	5.2	0.0	0.0	0.0		
Redbridge									
Ilford Town Centre District Centre	2.3	0.3%	0.0	0.0	0.5	0.0	1.9		
B&Q, Springfield Drive, Ilford	0.0	0.0%	0.0	0.0	0.0	0.0	0.0		
Southend-on-Sea									
The Range, Short Street, Southend-on-Sea	3.2	0.4%	0.0	0.0	3.2	0.0	0.0		
Southwark									
Alleyn Park Garden Centre, West Dulwich	0.2	0.0%	0.2	0.0	0.0	0.0	0.0		
B&Q, Old Kent Road, Southwark	0.1	0.0%	0.0	0.1	0.0	0.0	0.0		
Currys PC World, Old Kent Road, Southwark	0.9	0.1%	0.0	0.0	0.0	0.1	0.8		
Stratford-on-Avon									
Surrey Quays District Centre	3.0	0.4%	2.5	0.0	0.0	0.5	0.0		
Maybird Shopping Park, Stratford-upon-Avon	0.3	0.0%	0.0	0.0	0.0	0.3	0.0		
Thurrock									
Intu Lakeside (Shopping Centre), West Thurrock Way, Grays	26.8	3.3%	9.2	9.3	2.4	1.8	4.1		
Lakeside Retail Park, West Thurrock Way, Grays	3.8	0.5%	3.0	0.2	0.0	0.6	0.0		
Ikea, Heron Way, Lakeside	9.8	1.2%	3.8	4.8	0.7	0.3	0.2		
Waltham Forest									
Bakers Arms District Centre	0.6	0.1%	0.0	0.0	0.0	0.0	0.6		
Leyton Town Centre	3.7	0.5%	0.0	0.0	3.2	0.0	0.6		
Leytonstone District Centre	2.8	0.3%	0.0	0.0	0.0	0.0	2.8		
Walthamstow District Centre	0.5	0.1%	0.0	0.0	0.0	0.0	0.5		
Asda, Marshall Road, Leyton	9.9	1.2%	0.0	0.0	3.1	0.0	6.8		
B&Q, Leyton Mills Retail Park, Leyton	6.7	0.8%	0.0	0.3	4.0	0.6	1.8		
Currys PC World, Leyton Mills Retail Park, Leyton	3.7	0.5%	0.0	0.0	0.8	0.0	2.9		
Leyton Mills Retail Park, Leyton	10.0	1.2%	0.0	0.0	9.8	0.1	0.1		
Westminster									
Central London / West End	27.6	3.3%	8.2	9.6	2.4	5.3	2.0		
John Lewis, Oxford Street, Marylebone	8.7	1.1%	6.0	1.9	0.6	0.2	0.0		
Others									
Abroad	2.2	0.3%	0.4	0.9	0.9	0.0	0.0		
Sub-total Outside Study Area	369.5	44.8%	81.8	72.9	70.0	34.6	110.1		
Total	824.6	100%	162.8	172.8	174.9	123.1	191.0		

Notes:
a. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (July 2020)
b. Excludes 'don't know/varies', markets and internet sales

Table 26a: Estimated 'capacity' for new comparison goods facilities in Tower Hamlets

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	193.5	193.5	0.0	0.0
2026	227.6	232.0	0.0	4.4
2031	259.8	272.6	0.0	12.9
Market Share of Study Area (%)		23.5%	-	-

Notes:
a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Tower Hamlets facilities at 23.2% from the Study Area

2018 Prices

Table 26b: Estimated 'capacity' for new comparison goods facilities in Tower Hamlets

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2026	4.4	700	1,100
2031	12.9	1,800	2,800

Notes:
a. Average sales density assumed to be £5,500 per sq m, which Nexus Planning considers to be towards the higher end of what would be achieved in Tower Hamlets
b. Average sales density assumed to be £3,500 per sq m, which Nexus Planning considers to be towards the lower end of what would be achieved in Tower Hamlets
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

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Nexus Planning

Table 26c: Relevant AAP commitments (comparison)

Destination	Reference	Original Site Reference	Net Comparison Floorspace (sq m)	Estimated Sales Density (£ per sq m)	Estimated Comparison Turnover (£m)	Proposal
Leven Road Gas Works	PA/18/02803/A1	1.13	375	4,800	1.8	2,800 new homes, 2,500 sq m of commercial space, 2,700 sq m of employment space and 1 ha public
Orchard Wharf/ Castle Wharf	PA/16/01763/A1	1.19	188	4,800	0.9	Residential-led development, 24 storey tower with stepped blocks of 20, 17, 11 and 8 storeys.
Aberfeldy Estate	PA/11/02716/P0	1.1	872	4,800	4.2	Total including projected units estimated 2,500.
Islay Wharf	PA/19/01760/A1	1.15	88	4,800	0.4	Mixed use development comprising 2 blocks between 12 storeys and 21 storeys
Tram Shed/ Poplar Bus	PA/19/02148/A1	1.22	254	4,800	1.2	Awaiting determination
Leven Wharf	PA/16/02140/A1	1.8	146	4,800	0.7	Part 7, part 11 storey mixed use building with basement parking
<i>Halsville Quarter P2/3</i>	<i>17/04046/REM</i>	<i>2.20</i>	<i>2,868</i>	<i>4,800</i>	<i>13.8</i>	<i>NEWHAM: Canning Town Centre redevelopment</i>
<i>Silvertown Way</i>	<i>16/03428/FUL</i>	<i>2.28</i>	<i>1,125</i>	<i>4,800</i>	<i>5.4</i>	<i>NEWHAM: Residential, hotel, commercial floorspace</i>
<i>Thameside West</i>	<i>18/03557/OUT</i>	<i>2.40</i>	<i>3,684</i>	<i>4,800</i>	<i>17.7</i>	<i>NEWHAM: Awaiting determination following Mayoral call-in. Hybrid application for the demolition of existing buildings and the construction of new buildings up to 26 storeys, comprising 5,000 new homes; 19,441 sq.m. of flexible employment floorspace; 7,368 sq.m. of flexible retail floorspace; 7,055 sq.m. of community and leisure floorspace</i>
Blackwall Yard	PA/19/02559	2.45	1,200	4,800	5.8	Awaiting determination
Chrisp Street Market	PA/16/01612/A1	2.8	3,053	4,800	14.7	Demolition of existing buildings, erection of 19 new buildings from 3-25 storeys
Bow Common Gas Works	PA/19/02379	2.10	387	4,800	1.9	Awaiting determination
Stroudley Walk Market	PA/19/01921/NC	3.1	190	4,800	0.9	Awaiting determination. EIA Scoping Report received for up to 290 units (C3) and retail uses (A1/A2/A3) up to 25 storeys in height
<i>Sugar House Island</i>	<i>12/00336/LTGOUT</i>	<i>2.30</i>	<i>800</i>	<i>4,800</i>	<i>3.8</i>	<i>LLDC: Flexible mixed-use floorspace.</i>
<i>Tesco</i>	<i>17/00525/SCOES</i>	<i>2.41</i>	<i>2,874</i>	<i>4,800</i>	<i>13.8</i>	<i>LLDC: Awaiting determination. EIA Scoping Report received for up to 670 units (C3) and commercial uses including retail (A1/A2/A3/A4)</i>
<i>Imperial-by-Lea</i>	<i>17/00344/FUL</i>	<i>2.38</i>	<i>410</i>	<i>4,800</i>	<i>2.0</i>	<i>LLDC: 491 residential units (C3) and 3,570 sq m of community, commercial and retail floorspace (A1/A2/A3/A4/B1/D1)</i>
<i>Stephenson Street</i>	<i>17/01847/OUT</i>	<i>2.18</i>	<i>7,355</i>	<i>4,800</i>	<i>35.3</i>	<i>NEWHAM: 3,810 new homes, 25,000 sq m of retail and commercial space, 5 ha of public realm, a new community centre and a 1,000 pupil secondary school</i>
Total	-	-	25,866	-	124.2	

Notes:

- a. Sales density assumed to be £4,800 based on Nexus Planning judgement where the occupier has not been referenced within the application
- b. Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application
- c. Commitments within London Borough of Tower Hamlets are identified in plain text
- d. Commitments outside of London Borough of Tower Hamlets are identified in *italics*
- e. Committments awaiting determination are identified in grey

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Table 26d: Net quantitative 'capacity' for new comparison goods facilities in Tower Hamlets

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2026	4.4	146.0	-141.7	-22,200	-35,000
2031	12.9	166.7	-153.8	-21,200	-33,200

Notes:

- a. Average sales density assumed to be £5,500 per sq m, which Nexus Planning considers to be towards the higher end of what would be achieved in Tower Hamlets
- b. Average sales density assumed to be £3,500 per sq m, which Nexus Planning considers to be towards the lower end of what would be achieved in Tower Hamlets
- c. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
- d. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

2018 Prices

Table 26e: Relevant AAP commitments (comparison) (Estimated Comparison Turnover adjusted)

Destination	Reference	Original Site Reference	Net Comparison Floorspace (sq m)	Estimated Sales Density (£ per sq m)	Estimated Comparison Turnover (£m)	Proposal
Leven Road Gas Works	PA/18/02803/A1	1.13	375	4,800	1.8	2,800 new homes, 2,500 sq m of commercial space, 2,700 sq m of employment space and 1 ha public

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Orchard Wharf/ Castle Wharf	PA/16/01763/A1	1.19	188	4,800	0.9	Residential-led development, 24 storey tower with stepped blocks of 20, 17, 11 and 8 storeys.
Aberfeldy Estate	PA/11/02716/P0	1.1	872	4,800	4.2	Total including projected units estimated 2,500.
Islay Wharf	PA/19/01760/A1	1.15	88	4,800	0.4	Mixed use development comprising 2 blocks between 12 storeys and 21 storeys
Tram Shed/ Poplar Bus	PA/19/02148/A1	1.22	254	4,800	1.2	Awaiting determination
Leven Wharf	PA/16/02140/A1	1.8	146	4,800	0.7	Part 7, part 11 storey mixed use building with basement parking
<i>Halsville Quarter P2/3</i>	<i>17/04046/REM</i>	<i>2.20</i>	<i>2,868</i>	<i>4,800</i>	<i>1.4</i>	<i>NEWHAM: Canning Town Centre redevelopment</i>
<i>Silvertown Way</i>	<i>16/03428/FUL</i>	<i>2.28</i>	<i>1,125</i>	<i>4,800</i>	<i>0.5</i>	<i>NEWHAM: Residential, hotel, commercial floorspace</i>
<i>Thameside West</i>	<i>18/03557/OUT</i>	<i>2.40</i>	<i>3,684</i>	<i>4,800</i>	<i>1.8</i>	<i>NEWHAM: Awaiting determination following Mayoral call-in. Hybrid application for the demolition of existing buildings and the construction of new buildings up to 26 storeys, comprising 5,000 new homes; 19,441 sq.m. of flexible employment floorspace; 7,368 sq.m. of flexible retail floorspace; 7,055 sq.m. of community and leisure floorspace</i>
Blackwall Yard	PA/19/02559	2.45	1,200	4,800	5.8	Awaiting determination
Chrisp Street Market	PA/16/01612/A1	2.8	3,053	4,800	14.7	Demolition of existing buildings, erection of 19 new buildings from 3-25 storeys
Bow Common Gas Works	PA/19/02379	2.10	387	4,800	1.9	Awaiting determination
Stroudley Walk Market	PA/19/01921/NC	3.1	190	4,800	0.9	Awaiting determination. EIA Scoping Report received for up to 290 units (C3) and retail uses (A1/A2/A3) up to 25 storeys in height
<i>Sugar House Island</i>	<i>12/00336/LTGOUT</i>	<i>2.30</i>	<i>800</i>	<i>4,800</i>	<i>0.4</i>	<i>LLDC: Flexible mixed-use floorspace.</i>
<i>Tesco</i>	<i>17/00525/SCOES</i>	<i>2.41</i>	<i>2,874</i>	<i>4,800</i>	<i>1.4</i>	<i>LLDC: Awaiting determination. EIA Scoping Report received for up to 670 units (C3) and commercial uses including retail (A1/A2/A3/A4)</i>
<i>Imperial-by-Lea</i>	<i>17/00344/FUL</i>	<i>2.38</i>	<i>410</i>	<i>4,800</i>	<i>0.2</i>	<i>LLDC: 491 residential units (C3) and 3,570 sq m of community, commercial and retail floorspace (A1/A2/A3/A4/B1/D1)</i>
<i>Stephenson Street</i>	<i>17/01847/OUT</i>	<i>2.18</i>	<i>7,355</i>	<i>4,800</i>	<i>3.5</i>	<i>NEWHAM: 3,810 new homes, 25,000 sq m of retail and commercial space, 5 ha of public realm, a new community centre and a 1,000 pupil secondary school</i>
Total	-	-	25,866	-	41.6	

Notes:

- a. Sales density assumed to be £4,800 based on Nexus Planning judgement where the occupier has not been referenced within the application
- b. Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application
- c. Commitments within London Borough of Tower Hamlets are identified in plain text
- d. Commitments outside of London Borough of Tower Hamlets are identified in *italics*
- e. Committments awaiting determination are identified in grey

2018 Prices

Table 26f: Net quantitative 'capacity' for new comparison goods facilities in Tower Hamlets (Estimated Comparison Turnover adjusted)

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2026	4.4	48.9	-44.5	-7,000	-11,000
2031	12.9	55.8	-42.9	-5,900	-9,300

Notes:

- a. Average sales density assumed to be £5,500 per sq m, which Nexus Planning considers to be towards the higher end of what would be achieved in Tower Hamlets
- b. Average sales density assumed to be £3,500 per sq m, which Nexus Planning considers to be towards the lower end of what would be achieved in Tower Hamlets
- c. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
- d. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

2018 Prices