Basildon Borough Council
Castle Point Borough Council
Rochford District Council
Southend-on-Sea Borough Council
Thurrock Council

South Essex Retail Study
Volume 2: Appendices

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APPENDIX A STATEMENT OF COMPLIANCE

A.1 Introduction

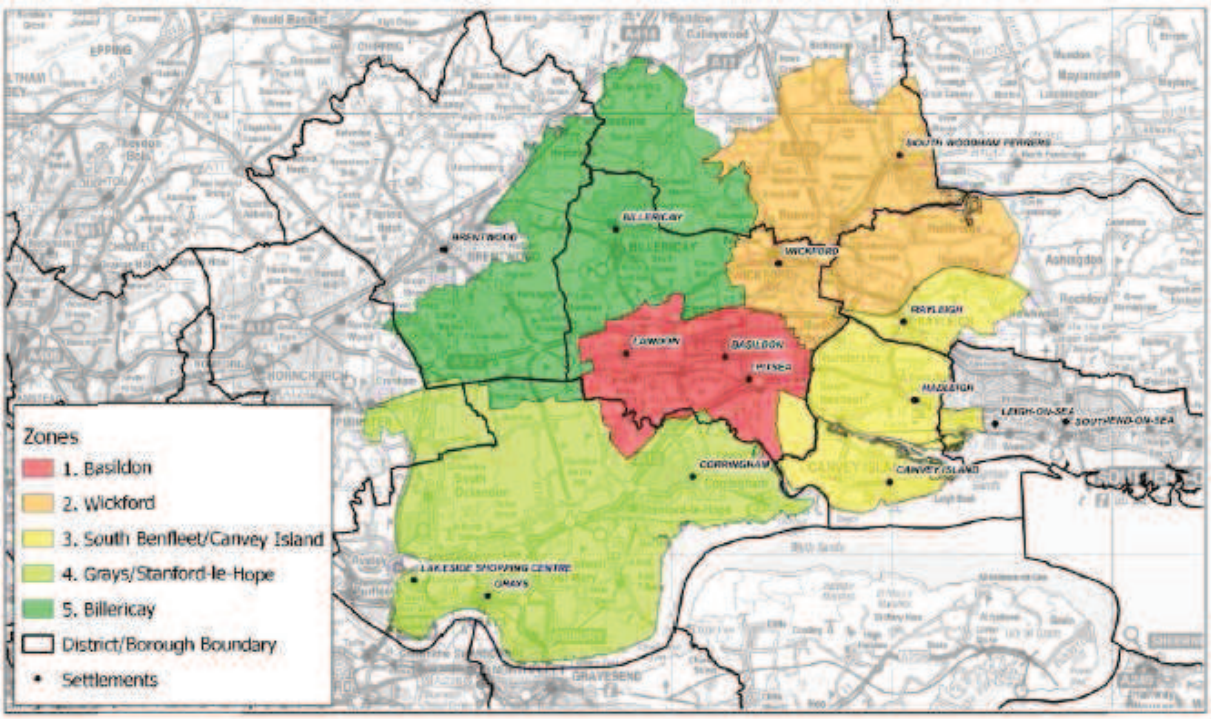
This is a statement of compliance for the detailed retail and leisure evidence base for Basildon borough and Rochford district prepared in advance of the South Essex Strategic Retail Study (SESRS or Volume 1). This forms part of Volume 2 of the SESRS by providing an overview of the existing evidence for Basildon borough and Rochford district and sets out how it relates to the findings of Volume 1.

This statement focuses primarily on the quantitative findings of the existing evidence base in the context of the findings of Volume 1. While Volume 1 considered two scenarios and a comparison sensitivity to take account of expansion of Lakeside coming forward, because it was concluded that the housing-led scenario (Lakeside sensitivity) was the preferred scenario for planning purposes, this note focuses solely on those findings.

A.2 Basildon

The Basildon Retail and Commercial Leisure Capacity Study was published in November 2015 ('the 2015 Basildon study'). It covered the period from 2014 to 2035 and was underpinned a July 2014 household survey covering the area shown in the figure below.

The 2015 Basildon study household survey area



Source: Figure 4.1, 2015 Basildon study

The survey area of the 2015 Basildon area extended beyond the borough's boundaries to provide a full understanding of expenditure patterns. The table below

summarises the relationship between the 2014 survey area and the 2016 SESRS survey area.

2015 survey area zones	SESRS survey area zones	Main towns	Administrative area
1	**1, 2**	Basildon, Pitsea, Laindon	Basildon
2	**3**, 8, 18	Wickford	Basildon, Rochford,
3	5, 6, 7, 8	Rayleigh, Canvey Island, South Benfleet	Castle Point, Rochford
4	14, 15, 16	Lakeside, Grays, Stanford-le-Hope, Corringham	Thurrock
5	**4**, 17	Billericay	Basildon, Brentwood,

In the 2015 Basildon study, Zones 1, 2 and 5 were taken as broadly reflecting the borough boundaries. In the SESRS, Zones 1-4 were deemed to broadly reflect the borough boundaries. However, the capacity forecasts provided by the two studies are based on a market share derived from the two household surveys and can therefore be compared.

The table below summarises the identified retail needs with reference to convenience and comparison goods, and food and drink needs, over the period between 2014 to 2035.

2015 Basildon study quantitative need	2014	2016	2021	2026	2031	2035
Comparison goods (£M)	£0	£18	£81	£195	£346	£493
Comparison goods (sqm net)	0	3,540	14,592	32,660	53,669	72,162
Convenience goods (£M)	£84	£49	£55	£64	£72	£78
Convenience goods (sqm net)	6,719	3,891	4,349	4,990	5,522	5,899
Food and drink (A3-5) (£M)	£0	£14	£36	£62	£90	£117

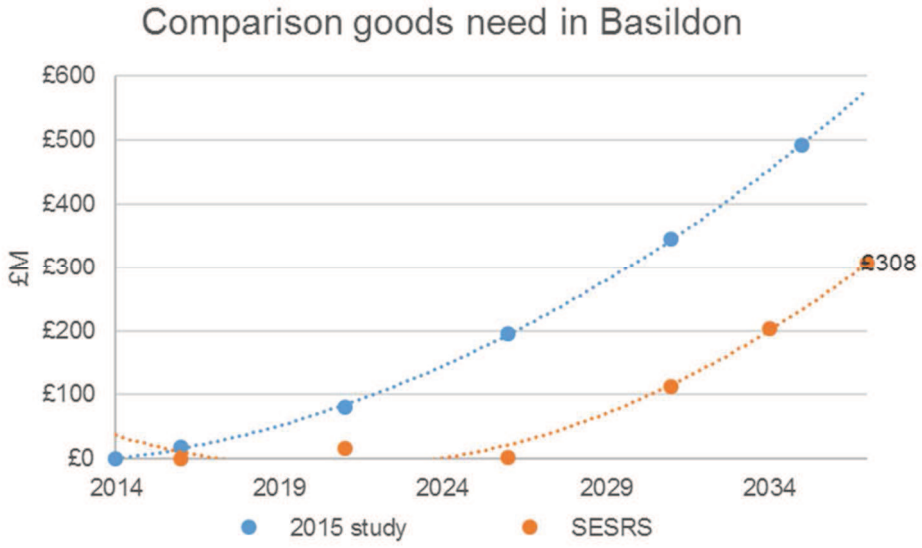
Source: Tables CM6 and CV6, 2015 Basildon study

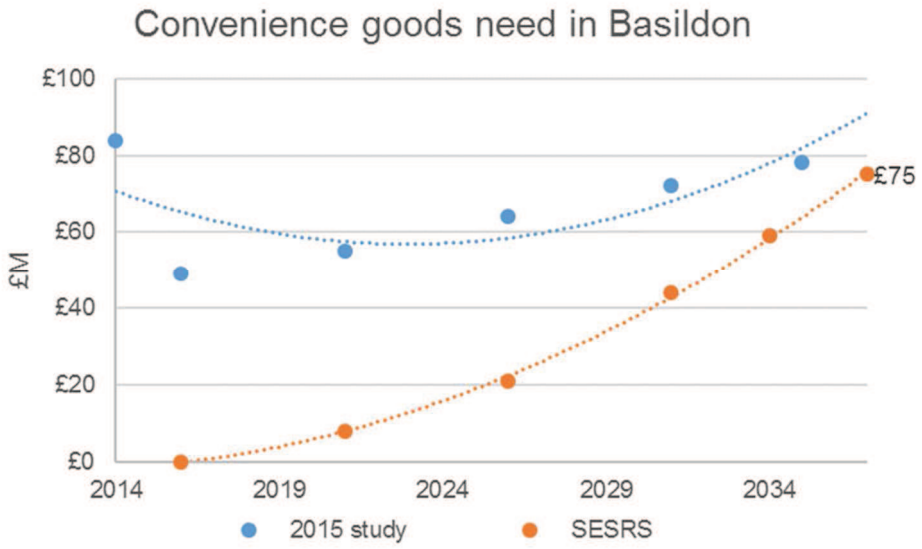
Under the preferred housing-led scenario (Lakeside comparison sensitivity), Volume 1 identified the following need for Basildon over the period 2016 to 2037.

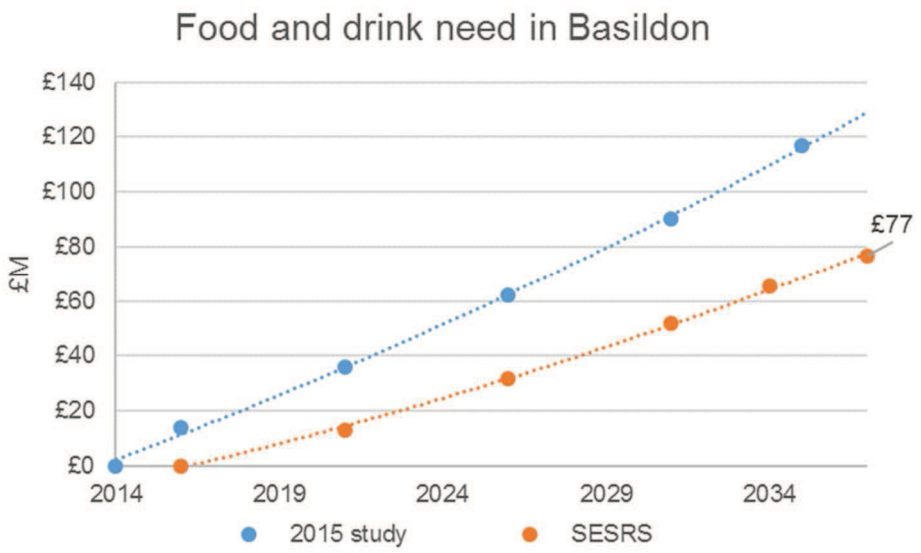
SESRS quantitative need	2016	2021	2026	2031	2034	2037
Comparison goods (£M)	£0	£16	£2	£113	£203	£308
Comparison goods (sqm net)		2,476	286	14,197	24,109	34,563
Convenience goods (£M)	£0	£8	£21	£44	£59	£75
Convenience goods (sqm net)		685	1,742	3,631	4,900	6,223
Food and drink (A3-5) (£M)	£0	£13	£32	£52	£65	£77

Source: SESRS Volume 1

The charts below provide a comparison of the retail and leisure capacity findings of the two studies: the blue denotes the 2015 Basildon study and the orange line the SESRS. It is clear that, in all cases, identified need has fallen.







Explaining the differences: what's changed since the 2015 Basildon study

As well as being underpinned by a different household survey, the table below summarises the different assumptions underpinning the two sets of capacity data.

Assumption/ input	2015 Basildon study	SESRS	Comments
Base year	2014	2016	Reflecting the household survey data
Interval years	2016, 2021, 2026, 2031, 2035	2021, 2026, 2031, 2034, 2037	Study period extended to coincide with the South Essex SHMA
Population	Experian MMG3 2014 base and growth	Experian MMG3 2016 base SHMA-derived growth	The SESRS housing-led scenario envisages higher population growth in Basildon
Expenditure – baseline and growth	ERPBN13	ERPBN14	
Price base	2013	2015	
Sales efficiency	Comparison: 1.5% pa Convenience: 0% to 2016; 0.3% 2016 onwards	Comparison: 1.9% Convenience: 0%	A higher comparison sales efficiency was adopted to reflect the inclusion of a large stock of higher-quality floorspace at Lakeside.
Sales densities	Comparison: £5,000 in 2014 Convenience: £12,500 in 2014	Comparison: £6,000 in 2016 Convenience: £12,000 in 2016	Higher comparison figures assumed in the SESRS because of the inclusion of Lakeside Lower convenience figures assumed to reducing overall sales densities
Commitments	Morrisons, Pitsea (£39m convenience & £9m comparison) Block C, Pitsea market (£8m comparison)	Comparison: no commitments but sensitivity based on reduced market share with Lakeside extension being built out	No specific allowance was made for the large Lakeside commitment in the 2015 Basildon study because this was outside the borough.

Assumption/ input	2015 Basildon study	SESRS	Comments
		Convenience: no commitments (Morrisons store not taken up by a foodstore operator)	However, it is factored into the SESRS and absorbs a large portion of comparison growth that might have otherwise have been expected to go to Basildon
Over/ undertrading	Comparison: assumed to be in equilibrium in the base year Convenience: overtrading by £91m in base year	Assumed to be in equilibrium in the base year	The 2015 Basildon study included a full qualitative assessment of the area's stores and concluded that a number were overtrading so made allowance for it in the base year. The SESRS did not include a qualitative review of all the South Essex facilities so a consistent position across the study area that existing facilities were trading in equilibrium.

In relation to convenience goods, by 2031, the 2015 Basildon study identified higher need of £72m compared to £44m in the SESRS for the following reasons:

- The key difference between the two figures is the treatment of overtrading. While the SESRS as a strategic study made no allowance for overtrading and assumed that the existing floorspace across South Essex was trading at equilibrium, the 2015 study identified overtrading of £91m in 2014. This provided a starting point of significant unmet need in the 2015 Basildon study which was to an extent absorbed by a £39m allowance for a commitment.
- In the case of the SESRS, while there was not significant unmet need at the outset, a number of factors meant that convenience capacity emerged at a faster rate, namely:
  - the commitment has not materialised and therefore was not included in the SESRS;
  - the SESRS being based on greater level of population growth as the key driver of convenience spending;
  - no allowance was made for convenience sales efficiency and
  - a lower assumption on sales density adopted in the SESRS compared to the 2015 Basildon study
- However, despite capacity emerging more readily in the SESRS this does not outweigh the effect of the starting point for the 2015 Basildon study. Therefore, the 2015 Basildon study identifies greater need because of its starting point that there is unmet need in borough.

In relation to comparison goods, by 2031, the 2015 Basildon study identified higher need (£346m) than the SESRS (£113m) for the following reasons:

- The key difference is the allowance made in the SESRS for the expansion of the comparison offer at Lakeside. The 2015 Basildon study did not make explicit allowance for additional development at Lakeside because this is outside the

borough boundary. However, the SESRS Lakeside sensitivity models the impact of increased development at Lakeside (and Bluewater); this is forecast to reduce need in Basildon from £228m to the £113m in 2031.

- A number of other factors have served to reduce need, namely: higher sales density and sales efficiency assumptions are adopted in the SESRS to reflect the inclusion of the more efficient space at Lakeside which is more capable turning over at a higher level; reduced comparison expenditure growth on a per capita basis once growth in special forms of trading (SFT) is factored in. This is reflected in the chart above which shows that comparison capacity emerges more slowly in the SESRS figures.
- While the higher population growth in the SESRS does mean that growth at a borough level is higher than the 2015 Basildon study, this is not sufficient to counteract the effect of expansion at Lakeside in reducing the market share of Basildon and therefore its share of comparison growth.

Turning to leisure, food and drink capacity is lower in the SESRS (£52m in 2031 versus £90m by the same year under the 2015 Basildon study) because the market share identified in the SESRS household survey was lower than the previous survey. It is important to remember that these market shares are snapshot in time and are based on a question of where respondents last met their food and drink needs. This can result in shifts in market shares even when provision on the ground has not altered substantially.

In relation to cinema provision, the 2015 Basildon study identified a need for qualitative improvements, in terms of better in-centre provision, rather than quantitative capacity. The SESRS factors in the 10-screen cinema permission at the Eastgate Shopping Centre which had not been submitted at the time of the previous study was prepared. This means that there is no short-term need but identifies capacity across South Essex by 2037 (three screens).

The SESRS, which identifies Basildon town centre as a major centre, highlights Basildon town centre for cinema development as a leisure use which exerts attraction over a wider area and requires a larger catchment to support development. The commitment in Basildon town centre, if brought forward, aligns with this approach and would satisfy the qualitative deficiency identified in the 2015 Basildon study.

Distribution of need

The 2015 Basildon study included consideration of a number of potential residential growth areas (North Benfleet (5,000 homes), South Billericay (2,000 homes), South Wickford (750 homes), West Wickford (1,400 homes) and Dunton Garden Suburb (4,000 to 6,000 homes, shared with Brentwood)) to inform the distribution of identified need. By contrast, the SESRS assumes that each constituent South Essex authority will be meeting their own housing needs and then provides a framework for how that growth might be distributed across South Essex; the distribution of growth is not broken down a sub-borough basis.

The principles informing the distribution of need set out in the 2015 Basildon study remain valid. However, it may be necessary to revisit the detail of these requirements

as the detailed aspirations for the various growth locations become clearer with emerging policy at a South Essex and then Basildon level.

Conclusions for Basildon

The SESRS provides the latest quantitative need for Basildon borough. It takes account of the growth at the sub-regional level and should be treated as the starting point in plan-making terms.

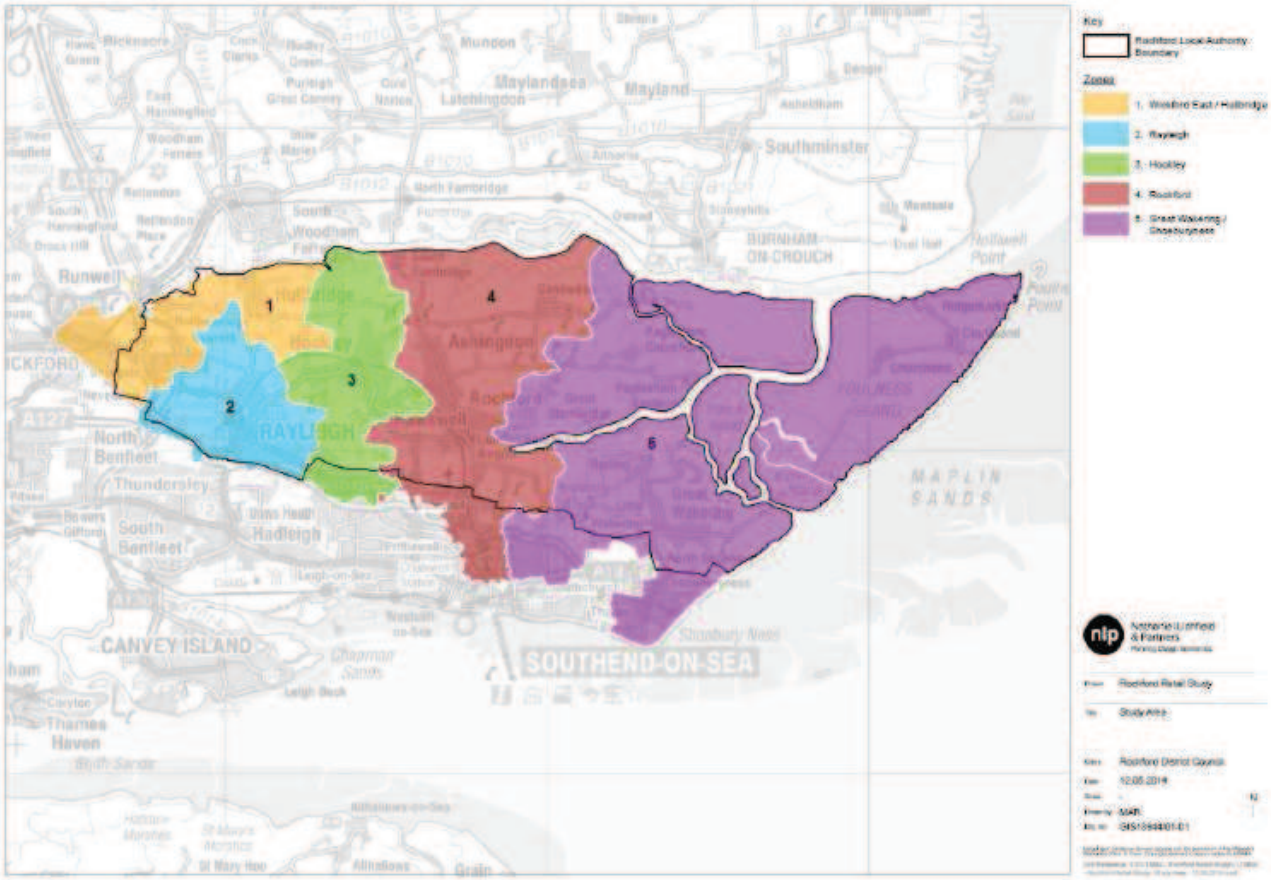
The qualitative assessment provided within the 2015 Basildon study remains the most recent on-the-ground assessment of the borough's centres and stores. It is important that the SESRS's quantitative need is viewed in this context.

It is important to note that the SESRS's calculations of retail and leisure need assume that Basildon will deliver housing in line with the SHMA's identified need. This may alter in the future. Once this information becomes available, the 2015 Basildon study's recommendations on the distribution of need will need to be reviewed.

A.3 Rochford

The Rochford Retail and Leisure Study Update 2014 ('the 2014 Rochford study') was undertaken as an update from the 2008 Rochford Retail and Leisure Study. The 2014 Rochford study covered the period 2014 to 2034, and is underpinned by an April 2014 household survey, which covered the area shown in the figure below.

The 2014 Rochford study household survey area



Source: Appendix 1, 2014 Rochford study

The survey area of the 2014 Rochford study closely aligns with the district's boundaries, with only small portions of Basildon, Southend and Castle Point included within the area. The table below summarises the relationship between the 2014 survey area and the 2016 SESRS survey area.

2014 survey area zones	SESRS survey area zones	Main towns	Administrative area
1	Parts of 3, 8	Hullbridge, Wickford (edge)	Rochford, Basildon
2	Parts of 7, 8	Rayleigh	Rochford,
3	Parts of 6, 7, 8	Hockley	Rochford, Castle Point
4	Parts of 9, 10	Rochford	Rochford, Southend
5	Parts of 9, 10, 11	Great Wakering, Shoeburyness	Rochford, Southend

None of the zones perfectly align; however, in broad terms, the whole of 2014 Rochford study area broadly aligns with zones 6, 7, 8 and 9 of the SESRS survey area which was taken to constitute Rochford's administrative boundary. Accordingly, the findings of the SESRS for Rochford can be compared to the findings of the 2014 Rochford study.

The table below summarises the identified retail needs with reference to convenience and comparison goods, and food and drink needs, over the period between 2014 to 2034.

2014 Rochford study quantitative need	2014	2019	2024	2029	2034
Comparison goods (£M)	£0	£3	£11	£22	£37
Comparison goods (sqm net)	0	770	2,432	4,428	6,582
Convenience goods (£M)	£12	£17	£22	£28	£35
Convenience goods (sqm net)	1,348	1,816	2,425	3,098	3,873
Food and drink (A3-5) (£M)	£0	£3	£7	£11	£15

Source: Table 4.3, Appendix 2 Tables 11 and 12 & Appendix 3 Tables 11 and 12, 2014 Rochford study

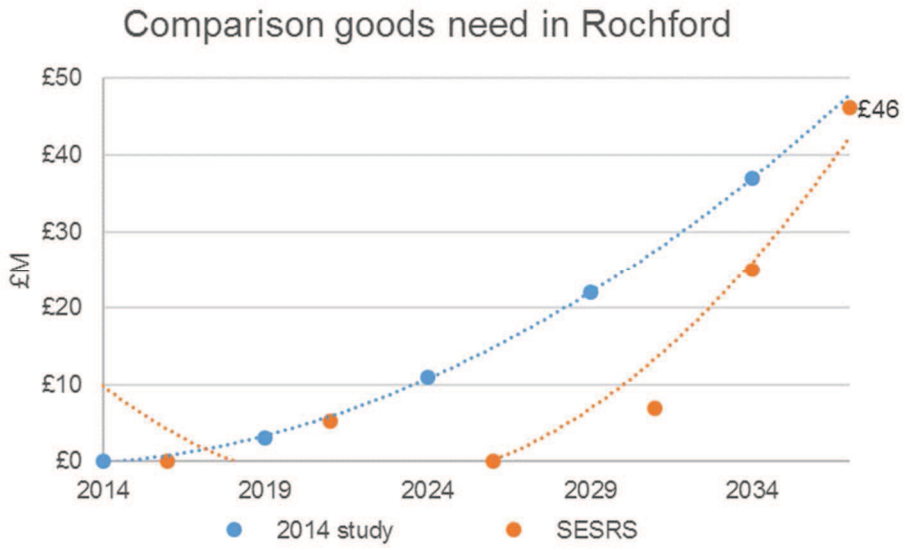
Under the preferred housing-led scenario (Lakeside comparison sensitivity), Volume 1 identified the following need for Rochford over the period 2016 to 2037.

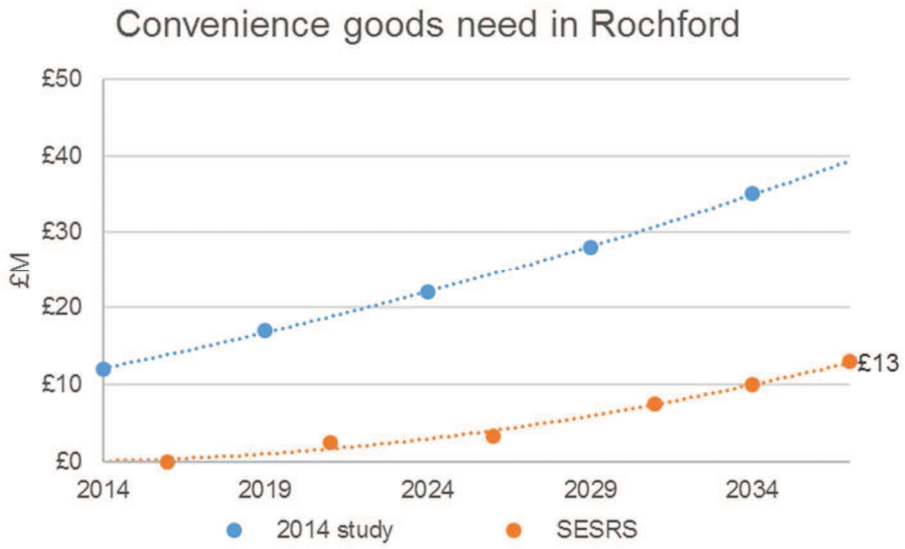
SESRS quantitative need	2016	2021	2026	2031	2034	2037
Comparison goods (£M)	£0	£5	£0	£7	£25	£46
Comparison goods (sqm net)	0	797	0	873	2,970	5,179
Convenience goods (£M)	£0	£3	£3	£7	£10	£13
Convenience goods (sqm net)	0	209	281	616	835	1,077
Food and drink (A3-5) (£M)	£0	£7	£16	£27	£34	£40

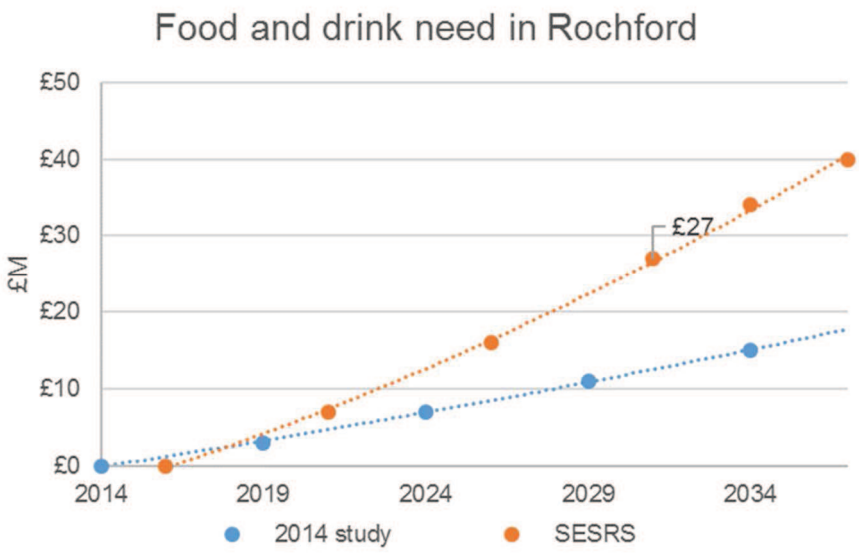
Source: SESRS Volume 1

The charts below provide a comparison of the retail and leisure capacity findings of the two studies: the blue denotes the 2014 Rochford study and the orange line the SESRS. It is clear that in retail terms, identified need has fallen from the 2014

Rochford study but that a higher level of food and drink need has been identified in the SESRS.







Explaining the differences: what's changed since the 2014 Rochford study

As well as being underpinned by a different household survey, the table below summarises the different assumptions underpinning the two sets of capacity data.

Assumption/ input	2014 Rochford study	SESRS	Comments
Base year	2014	2016	Reflecting the household survey data
Interval years	2014, 2019, 2024, 2029, 2034	2021, 2026, 2031, 2034, 2037	Study period does not coincide with the SESRS. For comparison purposes, outputs in 2034 are used as these are the latest common interval years.
Population	Experian MMG3 2011 base and growth based on RSS projections/Thames Gateway/South Essex SHMA	Experian MMG3 2016 base SHMA-derived growth	The SESRS housing-led scenario envisages lower population growth in Rochford than the figures which informed the 2014 Rochford study.
Expenditure – baseline and growth	ERPBN11	ERPBN14	Once deductions are made for SFT, comparison growth in ERPBN14 is higher than in ERPBN11. Conversely while growth in per capita convenience spending was forecast in ERPBN11, ERPBN14 now expects convenience expenditure to remain flat.
Price base	2012	2015	
Sales efficiency	Comparison: 2% pa Convenience: 0%	Comparison: 1.9% Convenience: 0%	Sales efficiencies adopted broadly comparable
Sales densities	Comparison: £5,000 in 2014 (and grown to reflect above sales efficiencies)	Comparison: £6,000 in 2016 (and grown to reflect above sales efficiencies)	Higher comparison figures assumed in the SESRS

Assumption/ input	2014 Rochford study	SESRS	Comments
	Convenience: £13,000 in 2014 (no allowance for growth)	Convenience: £12,000 in 2016	because of the inclusion of Lakeside Lower convenience figures assumed to reducing overall sales densities
Commitments	None in Rochford	None in Rochford	South Essex-wide commitments outside Rochford which may have an impact on the district's market share factored in to SESRS
Over/ undertrading	Comparison: assumed to be in equilibrium in the base year Convenience: overtrading by £13m in base year	Assumed to be in equilibrium in the base year	The 2014 Rochford study included a full qualitative assessment of the area's stores and concluded that a number were overtrading so made allowance for it in the base year. The SESRS did not include a qualitative review of all the South Essex facilities so a consistent position across the study area that existing facilities were trading in equilibrium.

In relation to convenience goods, by 2034, the 2014 Rochford study identified higher need of £35m compared to £10m in the SESRS for the following reasons:

- Treatment of overtrading: the SESRS as a strategic study made no allowance for overtrading and assumed that the existing floorspace across South Essex was trading at equilibrium, the 2014 study identified overtrading of £13m in 2014. This provided a starting point of unmet need in the 2014 Rochford study.
- Lower population growth: the level of population growth assumed in the 2014 Rochford study is much higher than the housing-led scenario that underpins the SESRS.
- No per capita convenience spending growth: linked to the lower population growth, there is less scope for convenience floorspace because, on a per head basis, convenience spending is not expected to grow. This compares to the expenditure forecasts used for the 2014 Rochford study which forecast 0.8% per annum increase in convenience spending on a per capita basis.

In relation to comparison goods, by 2034, the 2014 Rochford study identified higher need (£37m) than the SESRS (£25m) for the following reasons:

- The allowance made in the SESRS for the expansion of the comparison offer at Lakeside substantially erodes comparison capacity. The 2014 Rochford study did not make explicit allowance for commitments beyond the district boundary. However, the SESRS Lakeside sensitivity models the impact of increased development at Lakeside (and Bluewater); this is forecast to reduce need in Rochford from £76m to the £25m in 2034.
- This reduction in need is more than the difference between the findings of the two studies. This is because the SESRS indicates that Rochford's existing facilities

improved their market share between the two surveys and also because of the higher level of comparison expenditure growth forecast in the latter study. However, in overall terms, the need forecast is lower in the SESRS than in the 2014 Rochford study because the impact of Lakeside is not expected to cancel out these factors.

Turning to leisure, food and drink capacity is higher in the SESRS (£34m in 2034 versus £15m by the same year under the 2014 Rochford study). The approach taken in the 2014 Rochford study to identify capacity is different to that adopted in the SESRS: the 2014 Rochford study assumes that 20% of food and drink spending growth in the study area could be retained with Rochford; the SESRS uses the survey findings to identify the current market share of the district's facilities (for Rochford residents alone, retention of food and drink was 67%) and identifies capacity over the period using a constant market share approach. This explains the higher capacity identified in the SESRS.

In relation to cinema provision, the 2014 Rochford study assumed that if 20% of cinema trips were retained within the district, there could be 'theoretical scope for a small cinema'[18] in the period to 2034; however, questions were raised as to the viability of such a scheme on the context of competition from Basildon and Southend. This aligns with the approach taken in the SESRS which identified Basildon and Southend as major centres in South Essex and preferred locations for higher-order leisure facilities such as cinemas which are expected to serve a wider catchment area.

Distribution of need

The 2014 Rochford study distributes identified need for retail and leisure floorspace on a constant market share basis. This means that the majority of additional space is focused on Rayleigh, with a lower proportion of space directed to Rochford and Hockley. Beyond the main centres, some need is apportioned to local centres; however, unless residential growth is anticipated (South West Hullbridge and South East Ashingdon expected to come forward by 2025), little need is identified. Hullbridge is an exception to this; for qualitative reasons, the 2014 Rochford study recommended additional retail and service space to address deficiencies in existing provision.

With specific reference to anticipated residential development in the district, the 2014 Rochford study focuses on three major allocations: North of London Road, Rayleigh (550 homes); South West Hullbridge (500 homes) and South East Ashingdon (500 homes). It concluded that the number of homes in each location would support in the order of 400 sqm gross retail floorspace, which taken together, would account for around 10% of the overall need identified in the district.

As a strategic study, the SESRS assumes that each constituent South Essex authority will be meeting their own housing needs and then provides a framework for

[18] Para. 4.9

how that growth might be distributed across South Essex; the distribution of growth is not broken down a sub-borough basis.

The principles informing the distribution of need set out in the 2014 Rochford study remain valid. However, it may be necessary to revisit the detail of these requirements as the detailed aspirations for the various growth locations become clearer with emerging policy at a South Essex and then Rochford level.

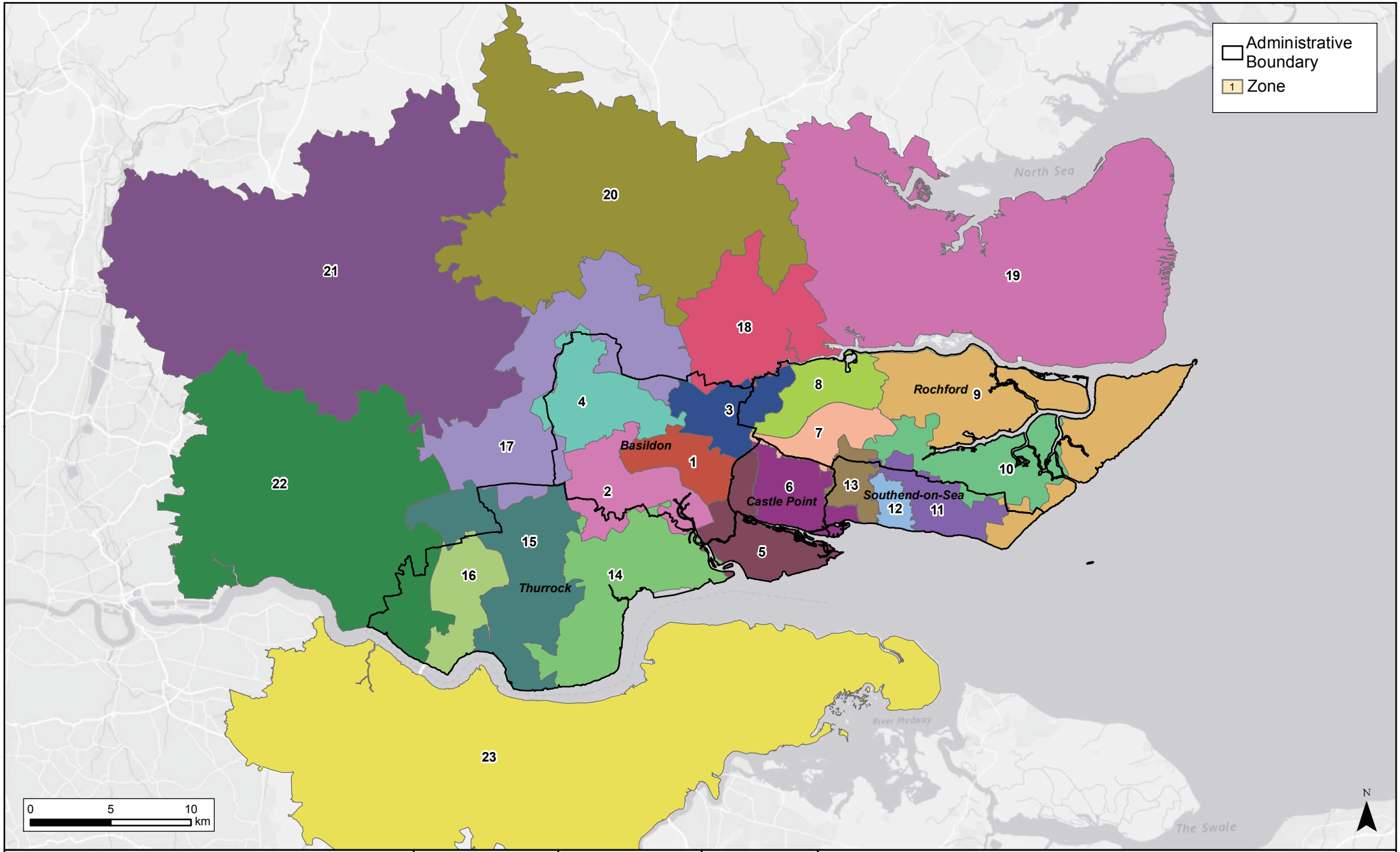
Conclusions for Rochford

The SESRS provides the latest quantitative need for Rochford district. It takes account of the growth at the sub-regional level and should be treated as the starting point in plan-making terms.

The qualitative assessment provided within the 2014 Rochford study remains the most recent on-the-ground assessment of the district's centres and stores. It is important that the SESRS's quantitative need is viewed in this context. This is relevant in relation to convenience capacity, where the 2014 Rochford study identified a base level of overtrading which will serve to increase capacity in Rochford. The SESRS has not assumed any baseline overtrading and because there has not be any update on the qualitative assessment, it will be for RDC to decide whether it remains appropriate to factor in this additional capacity.

The SESRS's calculations of retail and leisure need assume that Rochford will deliver housing in line with the SHMA's identified need. This may alter in the future. Once this information becomes available, the 2014 Rochford study's recommendations on the distribution of need will need to be reviewed.

APPENDIX B STUDY AREA



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Preferred Household Survey Area Zones

Figure 1 | Rev A

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APPENDIX C QUANTITATIVE RETAIL CAPACITY

Table A: Experian population

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	39,662	71,951	28,441	32,945	45,409	52,770	29,786	25,681	18,565	9,875	59,743	67,863	42,335	65,795	42,368	44,685	26,830	27,327	50,607	139,587	150,401	787,142	471,162	2,330,930
2016	39,926	72,443	28,654	33,106	45,605	52,998	29,892	25,812	18,656	9,919	60,184	68,399	42,607	66,396	42,908	45,089	26,995	27,517	50,843	140,492	151,728	799,691	475,714	2,355,574
2017	40,198	72,963	28,820	33,278	45,813	53,238	30,003	25,946	18,754	9,962	60,602	68,948	42,913	67,037	43,425	45,508	27,170	27,712	51,087	141,451	153,035	811,975	480,210	2,380,048
2018	40,484	73,512	28,995	33,441	46,033	53,499	30,140	26,122	18,830	10,003	61,058	69,479	43,211	67,696	43,966	45,920	27,345	27,899	51,349	142,444	154,436	824,323	484,809	2,404,994
2019	40,719	74,076	29,185	33,636	46,296	53,727	30,285	26,278	18,924	10,042	61,525	70,028	43,519	68,368	44,481	46,342	27,551	28,102	51,624	143,418	155,892	836,506	489,381	2,429,905
2020	40,980	74,625	29,366	33,833	46,571	53,967	30,419	26,446	19,034	10,102	61,985	70,577	43,846	69,051	44,980	46,783	27,755	28,304	51,896	144,416	157,397	848,612	494,007	2,454,952
2021	41,250	75,149	29,580	34,045	46,856	54,232	30,552	26,645	19,133	10,166	62,473	71,156	44,135	69,682	45,500	47,230	27,939	28,473	52,193	145,441	158,959	860,609	498,667	2,480,065
2022	41,548	75,717	29,747	34,227	47,120	54,502	30,696	26,814	19,260	10,226	62,935	71,777	44,426	70,299	46,079	47,633	28,166	28,660	52,495	146,382	160,463	872,415	503,243	2,504,830
2023	41,801	76,219	29,948	34,440	47,417	54,768	30,842	26,995	19,383	10,281	63,440	72,320	44,699	70,892	46,604	48,057	28,373	28,855	52,789	147,342	161,970	884,007	507,738	2,529,180
2024	42,038	76,747	30,158	34,617	47,654	55,098	30,978	27,181	19,506	10,339	63,945	72,821	44,985	71,501	47,132	48,436	28,573	29,023	53,071	148,281	163,481	895,405	512,110	2,553,080
2025	42,262	77,272	30,345	34,808	47,918	55,377	31,124	27,362	19,632	10,386	64,422	73,347	45,274	72,096	47,612	48,858	28,761	29,188	53,355	149,190	165,009	906,488	516,391	2,576,477
2026	42,496	77,782	30,543	34,983	48,168	55,685	31,284	27,522	19,738	10,451	64,906	73,871	45,524	72,699	48,114	49,215	28,961	29,349	53,654	150,117	166,553	917,386	520,593	2,599,594
2027	42,719	78,331	30,726	35,138	48,461	55,933	31,424	27,681	19,851	10,532	65,395	74,363	45,793	73,271	48,615	49,592	29,156	29,524	53,958	151,003	168,061	928,142	524,781	2,622,450
2028	42,951	78,820	30,912	35,329	48,752	56,189	31,565	27,857	19,964	10,593	65,881	74,877	46,018	73,859	49,078	49,980	29,347	29,672	54,256	151,932	169,578	938,670	528,968	2,645,048
2029	43,176	79,308	31,121	35,521	49,049	56,448	31,705	28,020	20,065	10,656	66,336	75,357	46,310	74,430	49,602	50,312	29,545	29,833	54,548	152,823	171,076	949,126	533,022	2,667,389
2030	43,397	79,822	31,313	35,699	49,334	56,700	31,835	28,191	20,168	10,720	66,816	75,865	46,567	75,021	50,071	50,676	29,741	30,009	54,846	153,694	172,536	959,394	537,061	2,689,476
2031	43,608	80,336	31,511	35,862	49,620	56,942	32,003	28,359	20,242	10,778	67,308	76,344	46,830	75,613	50,532	51,012	29,932	30,176	55,129	154,533	173,982	969,497	540,981	2,711,130
2032	43,858	80,869	31,667	36,022	49,903	57,195	32,117	28,504	20,360	10,850	67,796	76,847	47,056	76,198	50,999	51,363	30,112	30,347	55,412	155,375	175,463	979,454	544,921	2,732,688
2033	44,153	81,455	31,880	36,174	50,102	57,469	32,265	28,617	20,462	10,894	68,322	77,478	47,299	76,940	51,669	51,754	30,259	30,550	55,673	156,399	177,046	995,523	550,044	2,762,427
2034	44,388	81,959	32,060	36,351	50,417	57,689	32,385	28,750	20,570	10,960	68,805	77,979	47,511	77,504	52,195	52,046	30,442	30,722	55,934	157,189	178,469	1,005,337	553,939	2,783,601
2035	44,660	82,491	32,221	36,494	50,720	57,898	32,498	28,873	20,687	11,027	69,282	78,502	47,712	78,069	52,646	52,419	30,606	30,905	56,200	157,956	179,868	1,014,966	557,642	2,804,342
2036	44,993	83,106	32,461	36,766	51,098	58,329	32,740	29,088	20,841	11,109	69,798	79,087	48,068	78,651	53,038	52,810	30,834	31,135	56,619	159,133	181,208	1,022,529	561,797	2,825,238
2037	44,993	83,106	32,461	36,766	51,098	58,329	32,740	29,088	20,841	11,109	69,798	79,087	48,068	78,651	53,038	52,810	30,834	31,135	56,619	159,133	181,208	1,022,529	561,797	2,825,238
Growth 2016-37	5,067	10,663	3,807	3,660	5,493	5,331	2,848	3,276	2,185	1,190	9,614	10,688	5,461	12,255	10,130	7,721	3,839	3,618	5,776	18,641	29,480	222,838	86,083	469,664

Table B: SHMA population

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	39,662	71,951	28,441	32,945	45,409	52,770	29,786	25,681	18,565	9,875	59,743	67,863	42,335	65,795	42,368	44,685	26,830	27,327	50,607	139,587	150,401	787,142	471,162	2,330,930
2016	39,741	72,095	28,498	33,011	45,581	52,969	29,853	25,739	18,607	9,897	59,841	67,974	42,404	66,333	42,714	45,050	26,995	27,517	50,843	140,492	151,728	799,691	475,714	2,353,286
2017	39,910	72,401	28,619	33,151	45,567	52,953	30,061	25,918	18,736	9,966	59,859	67,994	42,417	66,797	43,013	45,366	27,170	27,712	51,087	141,451	153,035	811,975	480,210	2,375,369
2018	40,163	72,859	28,800	33,361	45,685	53,090	30,315	26,137	18,895	10,050	60,265	68,456	42,705	67,443	43,429	45,804	27,345	27,899	51,349	142,444	154,436	824,323	484,809	2,400,063
2019	40,397	73,285	28,968	33,556	45,737	53,152	30,555	26,344	19,044	10,130	60,663	68,908	42,987	68,153	43,886	46,286	27,551	28,102	51,624	143,418	155,892	836,506	489,381	2,424,526
2020	40,617	73,683	29,126	33,738	45,830	53,259	30,829	26,581	19,215	10,221	61,244	69,568	43,399	68,814	44,312	46,735	27,755	28,304	51,896	144,416	157,397	848,612	494,007	2,449,558
2021	40,964	74,313	29,375	34,027	45,943	53,390	31,110	26,823	19,391	10,314	62,201	70,655	44,077	69,628	44,836	47,288	27,939	28,473	52,193	145,441	158,959	860,609	498,667	2,476,616
2022	41,116	74,588	29,483	34,153	45,990	53,445	31,124	26,835	19,399	10,319	62,856	71,399	44,541	70,218	45,216	47,689	28,166	28,660	52,495	146,382	160,463	872,415	503,243	2,500,193
2023	41,277	74,881	29,599	34,287	45,987	53,441	31,238	26,933	19,470	10,356	63,597	72,241	45,066	70,899	45,655	48,151	28,373	28,855	52,789	147,342	161,970	884,007	507,738	2,524,152
2024	41,548	75,373	29,794	34,512	45,917	53,360	31,209	26,908	19,452	10,347	64,354	73,100	45,602	71,623	46,121	48,643	28,573	29,023	53,071	148,281	163,481	895,405	512,110	2,547,807
2025	41,893	75,998	30,041	34,798	46,034	53,497	31,399	27,072	19,570	10,410	64,552	73,325	45,743	72,168	46,472	49,013	28,761	29,188	53,355	149,190	165,009	906,488	516,391	2,570,367
2026	42,326	76,783	30,351	35,158	46,197	53,686	31,414	27,085	19,580	10,415	64,889	73,709	45,982	72,734	46,837	49,398	28,961	29,349	53,654	150,117	166,553	917,386	520,593	2,593,156
2027	42,821	77,681	30,706	35,569	46,353	53,867	31,721	27,349	19,771	10,517	65,639	74,561	46,513	73,777	47,508	50,106	29,156	29,524	53,958	151,003	168,061	928,142	524,781	2,619,083
2028	43,096	78,180	30,903	35,797	46,476	54,010	31,852	27,462	19,852	10,560	65,910	74,868	46,705	74,600	48,038	50,665	29,347	29,672	54,256	151,932	169,578	938,670	528,968	2,641,400
2029	43,581	79,060	31,251	36,200	46,672	54,237	32,046	27,630	19,974	10,624	66,301	75,312	46,982	75,617	48,693	51,356	29,545	29,833	54,548	152,823	171,076	949,126	533,022	2,665,509
2030	44,006	79,831	31,556	36,553	47,020	54,643	32,482	28,006	20,246	10,769	66,980	76,083	47,463	76,753	49,425	52,127	29,741	30,009	54,846	153,694	172,536	959,394	537,061	2,691,222
2031	44,361	80,476	31,811	36,848	47,303	54,970	32,552	28,066	20,289	10,792	67,500	76,674	47,832	77,818	50,110	52,850	29,932	30,176	55,129	154,533	173,982	969,497	540,981	2,714,482
2032	44,737	81,157	32,080	37,160	47,435	55,124	32,776	28,259	20,429	10,866	68,000	77,243	48,186	78,779	50,729	53,503	30,112	30,347	55,412	155,375	175,463	979,454	544,921	2,737,548
2033	45,184	81,969	32,401	37,532	47,647	55,370	32,983	28,437	20,558	10,935	68,556	77,873	48,580	79,827	51,404	54,215	30,259	30,550	55,673	156,399	177,046	995,523	550,044	2,768,965
2034	45,659	82,831	32,742	37,927	47,880	55,642	33,240	28,659	20,718	11,020	69,120	78,514	48,979	81,071	52,205	55,060	30,442	30,722	55,934	157,189	178,469	1,005,337	553,939	2,793,298
2035	46,127	83,679	33,077	38,315	48,171	55,980	33,530	28,909	20,898	11,116	69,757	79,238	49,431	82,390	53,054	55,956	30,606	30,905	56,200	157,956	179,868	1,014,966	557,642	2,817,771
2036	46,625	84,582	33,434	38,728	48,455	56,310	33,794	29,137	21,063	11,204	70,372	79,937	49,867	83,747	53,928	56,877	30,834	31,135	56,619	159,133	181,208	1,022,529	561,797	2,841,315
2037	47,123	85,485	33,791	39,142	48,739	56,640	34,059	29,365	21,228	11,292	70,987	80,635	50,303	85,104	54,802	57,799	30,834	31,135	56,619	159,133	181,208	1,022,529	561,797	2,849,748
Growth 2016-37	7,381	13,390	5,293	6,131	3,158	3,671	4,206	3,626	2,621	1,394	11,146	12,661	7,899	18,771	12,087	12,749	3,839	3,618	5,776	18,641	29,480	222,838	86,083	496,462

Table C: Comparison market shares

Local authority	Destination	Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							Total
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	
Basildon	Basildon town centre	58.37%	47.18%	35.10%	30.11%	28.43%	12.43%	7.37%	13.82%	0.36%	1.38%	0.48%	0.44%	1.66%	2.79%	0.63%	20.90%	11.49%	10.07%	3.22%	0.38%	0.44%	0.10%	0.26%	5.21%
	Billericay town centre	0.00%	1.59%	0.06%	17.21%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.99%	0.03%	0.39%	0.00%	0.00%	0.00%	0.00%	0.39%
	Laindon town centre	0.35%	4.37%	0.61%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.53%	0.24%	0.00%	0.00%	0.15%	0.00%	0.00%	0.18%
	Pitsea town centre	4.71%	0.59%	0.14%	0.01%	0.08%	0.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%	0.00%	0.45%	0.24%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%
	Wickford town centre	0.42%	0.13%	22.78%	0.28%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	1.40%	15.04%	0.73%	0.00%	0.00%	0.00%	0.00%	0.52%
	Basildon out-of-centre	17.85%	22.66%	17.03%	23.78%	6.02%	4.45%	2.27%	4.47%	0.76%	2.97%	0.65%	1.67%	0.43%	0.81%	0.04%	6.02%	8.20%	17.98%	2.22%	0.00%	0.61%	0.23%	0.00%	2.46%
	Other Basildon destinations	0.00%	0.00%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Basildon total		81.71%	76.52%	75.80%	71.61%	34.53%	17.52%	9.64%	18.91%	1.12%	4.35%	1.13%	2.11%	2.09%	3.79%	0.67%	27.64%	28.85%	43.59%	6.56%	0.38%	1.20%	0.33%	0.26%	8.89%
Castle Point	Canvey Island	0.58%	0.53%	0.00%	0.00%	16.78%	8.31%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.13%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.56%
	Canvey Island out-of-centre	0.00%	0.00%	0.00%	0.00%	0.81%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%
	Hadleigh	0.00%	0.00%	0.00%	0.00%	1.30%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%
	South Benfleet	0.00%	0.00%	0.00%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
	Tarpots	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Thundersley	0.00%	0.02%	0.00%	0.00%	0.00%	0.28%	0.09%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%
	Other Castle Point destinations	0.00%	0.00%	0.00%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
Castle Point total		0.58%	0.55%	0.00%	0.00%	20.08%	8.87%	0.09%	0.00%	0.00%	0.00%	0.82%	0.00%	0.13%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.66%
Rochford	Rayleigh	1.01%	0.15%	0.95%	0.57%	2.38%	6.70%	31.28%	23.44%	0.79%	4.01%	0.26%	1.05%	4.34%	0.00%	0.00%	0.00%	0.39%	2.74%	0.16%	0.00%	0.00%	0.00%	0.00%	1.06%
	Ashington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.17%	4.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%
	Great Wakering	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
	Hockley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.90%	2.70%	0.12%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%
	Rayleigh out-of-centre	0.19%	0.18%	0.47%	0.04%	7.49%	6.15%	2.50%	6.32%	0.73%	1.31%	0.05%	0.33%	2.13%	0.01%	0.00%	0.06%	0.02%	0.38%	0.01%	0.16%	0.00%	0.01%	0.22%	0.54%
	Rochford	0.00%	0.00%	0.00%	0.00%	0.00%	0.18%	2.66%	1.93%	7.13%	9.16%	1.17%	0.11%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%	0.42%	0.00%	0.37%
	Other Rochford destinations	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.94%	3.37%	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.06%
Rochford total		1.20%	0.33%	1.42%	0.61%	9.87%	13.03%	41.27%	37.78%	10.45%	19.93%	1.66%	1.48%	7.46%	0.01%	0.00%	0.06%	0.41%	3.11%	0.17%	0.16%	0.11%	0.43%	0.22%	2.15%
Southend	Southend-on-Sea town centre	0.92%	0.82%	0.20%	0.00%	5.84%	19.60%	26.08%	10.92%	49.46%	31.25%	63.39%	54.54%	38.90%	0.07%	0.17%	0.21%	1.13%	2.18%	1.25%	0.04%	0.00%	0.00%	0.00%	5.75%
	Westcliff-on-Sea	0.00%	0.00%	0.00%	0.00%	0.18%	0.00%	0.00%	0.50%	0.36%	0.32%	0.39%	7.18%	1.30%	0.00%	0.00%	0.00%	0.02%	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%
	Leigh-on-Sea	0.43%	0.82%	0.39%	0.00%	0.59%	5.85%	0.61%	0.92%	0.28%	0.30%	0.40%	2.53%	12.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%
	Shoeburyness	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	1.18%	0.00%	3.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%
	Southend-on-Sea out-of-centre	0.04%	1.01%	0.02%	0.00%	1.31%	1.95%	4.82%	4.68%	24.03%	29.75%	11.79%	18.44%	15.74%	0.32%	0.01%	0.15%	1.48%	0.05%	0.00%	0.00%	2.22%	0.12%	0.56%	2.03%
	Westcliff-on-Sea out-of-centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Other Southend-on-Sea destinations	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%	0.00%	0.57%	0.30%	1.86%	0.54%	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.09%	0.00%	0.00%	0.09%
Southend total		1.39%	2.65%	0.61%	0.00%	7.94%	27.40%	31.68%	17.16%	75.88%	61.92%	81.37%	83.33%	68.84%	0.38%	0.18%	0.36%	2.63%	2.41%	1.25%	0.04%	2.30%	0.12%	0.56%	8.78%
Thurrock	Grays town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
	Lakeside shopping centre	6.13%	8.60%	8.50%	7.75%	12.51%	11.97%	5.79%	6.91%	2.87%	3.55%	4.11%	2.11%	8.26%	28.77%	37.82%	23.39%	7.98%	4.10%	0.88%	1.61%	11.49%	21.34%	1.08%	11.72%
	Lakeside retail parks	5.55%	6.28%	4.81%	3.27%	12.15%	8.16%	3.93%	4.07%	1.22%	3.82%	4.67%	3.00%	6.55%	41.77%	35.93%	26.38%	7.22%	5.09%	7.43%	3.08%	4.30%	16.79%	3.87%	11.03%
	South Ockenden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%	5.51%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%
	Stanford-le-Hope local centre	0.00%	0.14%	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.09%	4.11%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.09%
	Tilbury local centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	2.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.09%
	Thurrock out-of-centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.93%	0.09%	2.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.12%
	Thurrock neighbourhood parades	0.00%	0.11%	0.16%	0.00%	0.00%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	0.24%	5.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%
	Other Thurrock destinations	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	1.44%	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%
Thurrock total		11.67%	15.12%	13.63%	11.03%	24.66%	20.17%	9.72%	10.98%	4.09%	7.37%	8.79%	5.11%	14.81%	74.62%	81.69%	64.97%	15.29%	9.19%	8.30%	4.69%	15.79%	38.21%	4.95%	23.36%
Other study area zones	Zone 17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.38%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%	0.01%
	Zone 18	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.07%	0.11%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.48%	11.71%	0.66%	0.09%	0.00%	0.00%	0.00%	0.17%
	Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.05%	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.84%	35.62%	0.30%	0.08%	0.00%	0.00%	0.73%
	Zone 20	0.06%	1.04%	4.42%	7.64%	0.88%	1.55%	2.29%	9.48%	1.36%	1.89%	0.28%	0.73%	1.71%	0.70%	0.07%	0.01%	14.95%	25.01%	37.59%	87.05%	2.04%	0.86%	0.00%	7.94%
	Zone 21	0.00%	0.00%	0.21%	0.59%	0.00%	0.51%	0.43%	0.00%	0.00%	0.15%	0.00%	0.18%	0.00%	0.68%	0.97%	0.19%	19.84%	0.00%	0.00%	1.70%	37.69%	0.06%	0.00%	2.86%
	Zone 22	0.97%	1.07%	0.32%	0.44%	0.09%	0.50%	0.35%	0.63%	0.36%	0.00%	0.00%	2.42%	0.24%	14.55%	13.71%	3.65%	7.40%	0.02%	1.29%	0.50%	7.88%	45.95%	0.01%	16.73%
	Zone 23	0.81%	0.49%	0.59%	3.74%	0.91%	2.10%	1.23%	1.49%	0.56%	1.14%	1.33%	0.73%	2.03%	2.41%	1.70%	1.62%	3.96%	1.84%	0.81%	0.74%	3.69%	3.65%	77.72%	17.66%
Other study area zones total		1.85%	2.60%	5.54%	12.40%	1.89%	4.66%	4.30%	11.78%	2.38%	3.24%	1.67%	4.15%	3.98%	18.42%	16.46%	5.46%	47.02%	39.43%	75.96%	90.40%	51.41%	50.51%	77.73%	46.09%
Outside study area		1.60%	2.23%	3.00%	4.34%	1.04%	8.36%	3.29%	3.39%	6.08%	3.19%	4.57%	3.80%	2.70%	2.78%	0.75%	1.51%	5.79%	2.27%	7.75%	4.33%	29.18%	10.40%	16.28%	10.07%
Total		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table D: Convenience market shares

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	20.79%	10.91%	5.30%	4.75%	0.42%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%	1.81%	3.87%	0.65%	0.00%	0.00%	1.00%	0.93%	0.00%	1.28%
	Billericay town centre	0.22%	1.38%	1.15%	32.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.32%	20.38%	1.27%	0.52%	0.34%	0.39%	0.00%	0.00%	0.91%
	Laindon town centre	0.00%	2.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.07%
	Pitsea town centre	19.24%	6.68%	3.05%	1.44%	0.10%	0.69%	0.00%	1.40%	0.00%	0.00%	0.00%	0.33%	0.00%	1.09%	0.00%	5.34%	0.00%	0.56%	0.37%	0.00%	0.00%	0.00%	0.00%	0.82%
	Wickford town centre	0.45%	0.00%	13.23%	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.53%	10.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%
	Basildon local centres	1.32%	1.09%	4.73%	11.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.39%	0.37%	0.82%	0.00%	0.00%	0.00%	0.00%	0.35%
	Basildon out-of-centre stores	51.69%	69.53%	46.14%	37.69%	11.23%	2.86%	1.49%	1.95%	0.00%	0.00%	0.00%	0.25%	0.28%	0.33%	0.00%	7.63%	20.04%	18.59%	0.87%	0.34%	0.90%	0.62%	0.00%	5.61%
	Other Basildon destinations	0.00%	0.00%	0.11%	0.08%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Basildon total		93.71%	92.12%	73.72%	88.48%	11.75%	3.55%	1.49%	4.40%	0.00%	0.00%	0.00%	0.66%	0.28%	1.42%	0.20%	15.10%	49.35%	32.08%	2.58%	0.68%	2.29%	1.55%	0.00%	9.37%
Castle Point	Canvey Island town centre	0.67%	1.01%	0.00%	0.00%	7.47%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Canvey Island shopping parade	0.23%	0.79%	0.00%	0.00%	14.19%	10.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.60%
	Hadleigh town centre	0.00%	0.00%	0.00%	0.00%	7.48%	23.39%	3.45%	2.02%	5.91%	1.51%	0.00%	1.76%	7.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%
	South Benfleet town centre	0.00%	0.00%	0.00%	0.00%	0.73%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%
	South Benfleet shopping parade	0.00%	0.00%	0.00%	0.00%	1.32%	2.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%
	Tarpots shopping parade	1.47%	0.05%	0.00%	0.00%	11.49%	5.33%	4.44%	3.33%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.50%
	Thundersley shopping parade	0.00%	0.00%	0.00%	0.00%	0.56%	0.32%	0.00%	0.00%	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%
	Castle Point out-of-centre stores	1.36%	0.92%	0.00%	0.87%	38.86%	22.62%	6.48%	10.58%	0.00%	1.27%	0.00%	1.14%	8.20%	0.00%	0.00%	0.08%	1.26%	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	1.87%
	Other Castle Point destinations	0.00%	0.00%	0.00%	0.00%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Castle Point total		3.73%	2.77%	0.00%	0.87%	82.10%	67.94%	14.36%	15.93%	5.91%	3.23%	0.41%	2.90%	15.45%	0.00%	1.03%	0.08%	1.26%	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	4.44%
Rochford	Rochford town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	10.50%	7.99%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%
	Rayleigh town centre	0.00%	0.00%	0.11%	0.00%	0.20%	0.95%	15.57%	7.12%	0.00%	1.07%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	0.00%	0.50%
	Hockley town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.98%	1.38%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%
	Ashington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
	Great Wakering	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
	Hullbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%
	Rochford out-of-centre stores	0.00%	0.71%	1.08%	0.00%	2.76%	4.45%	30.28%	46.74%	13.52%	14.68%	0.26%	0.94%	0.71%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%
	Other Rochford destinations	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
Rochford total		0.00%	0.71%	1.20%	0.00%	2.96%	5.40%	47.06%	56.55%	26.02%	26.94%	0.26%	1.18%	1.44%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%	0.41%	0.00%	2.11%
Southend	Southend-on-sea town centre	0.00%	0.00%	0.23%	0.00%	0.00%	0.51%	0.98%	0.98%	2.57%	6.95%	23.49%	18.52%	7.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.11%	0.00%	2.44%
	Westcliff-on-Sea town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.47%	2.02%	0.00%	0.00%	1.94%	11.76%	0.91%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%
	Eastwood town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.91%	1.30%	1.66%	0.84%	5.24%	0.55%	5.18%	7.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%
	Leigh-on-Sea town centre	0.00%	0.00%	0.00%	0.00%	0.11%	7.03%	0.00%	0.11%	0.40%	0.06%	0.37%	2.53%	20.22%	0.00%	0.15%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%
	Thorpe Bay town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%	0.00%	0.07%	0.00%	2.46%	6.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%
	Shoeburyness town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.63%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%
	Southend out-of-centre stores	0.00%	0.40%	1.29%	0.66%	1.76%	6.57%	25.53%	11.73%	42.12%	53.49%	33.89%	44.17%	44.42%	0.83%	0.73%	0.00%	0.65%	0.00%	0.22%	0.00%	0.07%	0.25%	0.00%	4.64%
	Other Southend destinations	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	0.17%	0.94%	0.00%	1.04%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%
Southend total		0.00%	0.40%	1.52%	0.66%	1.87%	15.03%	28.93%	16.67%	46.93%	65.74%	66.37%	88.38%	80.47%	0.93%	0.88%	1.16%	0.65%	0.00%	0.22%	0.00%	0.07%	3.36%	0.00%	9.05%
Thurrock	Grays main centre	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	26.89%	11.96%	10.31%	0.08%	0.00%	0.00%	0.00%	0.00%	0.48%	0.00%	1.44%
	Lakeside main centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.69%	17.59%	4.36%	0.13%	0.00%	0.00%	0.00%	1.79%	9.96%	4.38%	4.68%
	Aveley local centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.06%	0.00%	0.02%
	Corringham local centre	0.00%	0.48%	0.00%	0.00%	0.25%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	19.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.50%
	Purfleet local centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	South Ockendon local centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	22.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%	0.51%
	Stanford-le-Hope local centre	0.00%	0.00%	0.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%	4.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.18%
	Tilbury local centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	2.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%
	Chadwell St Mary larger neighbourhood parade	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Chafford Hundred larger neighbourhood parade	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.85%	16.76%	3.43%	0.53%	0.00%	0.00%	0.00%	0.00%	0.56%	0.00%	0.76%
	East Tilbury larger neighbourhood parade	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%
	Little Thurrock larger neighbourbood parade	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.56%	0.00%	0.00%	0.00%	0.00%	1.59%	1.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%	0.16%
	Stifford Clays larger neighbourhood parade	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%	0.00%	0.18%
	Thurrock smaller neighbourhood parades	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.07%
	Thurrock out-of-centre stores	0.37%	0.48%	0.00%	1.47%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.86%	0.47%	25.78%	16.50%	14.64%	0.88%	0.00%	0.00%	0.27%	0.00%	0.71%	0.00%	1.73%
	Other Thurrock destinations	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.05%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%
Thurrock total		0.37%	0.96%	0.85%	1.47%	0.82%	1.20%	1.05%	0.25%	0.56%	0.00%	0.00%	0.86%	0.47%	73.57%	87.15%	61.93%	1.62%	0.00%	0.00%	0.27%	1.79%	12.96%	4.38%	10.35%
Other study area zones	Destinations outside Thurrock	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.21%
	Zone 17	0.00%	0.00%	0.09%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.90%	0.00%	0.00%	0.62%	0.10%	0.00%	0.00%	0.12%
	Zone 18	0.15%	1.42%	18.59%	4.63%	0.00%	0.14%	5.68%	3.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	2.08%	58.65%	14.59%	7.60%	0.00%	0.00%	0.00%	2.05%
	Zone 19	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.27%	1.87%	68.77%	7.69%	0.00%	0.31%	4.38%	3.31%
	Zone 20	0.00%	0.00%	0.00%	2.62%	0.00%	5.06%	0.95%	0.82%	0.00%	0.00%	0.00%	0.00%	0.91%	0.39%	0.00%	1.95%	9.00%	4.88%	9.84%	77.68%	1.23%	0.00%	1.81%	5.96%
	Zone 21	0.00%	0.12%	0.00%	0.44%	0.00%	0.00%	0.00%	0.05%	0.28%	0.00%	0.00%	0.17%	0.00%	1.74%	0.00%	1.75%	24.31%	0.72%	0.00%	2.34%	80.05%	0.00%	0.80%	6.12%
	Zone 22	0.37%	0.71%	1.32%	0.66%	0.00%	0.80%	0.47%	0.38%	0.00%	0.00%	0.48%	0.00%	0.65%	11.87%	9.59%	6.19%	6.42%	0.46%	0.00%	1.85%	7.60%	71.70%	2.85%	23.84%
	Zone 23	1.67%	0.00%	1.71%	0.00%	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.87%	0.57%	0.00%	0.00%	0.05%	0.00%	0.00%	2.23%	74.20%	16.14%
Other study area zones total		2.19%	2.31%	21.96%	8.44%	0.50%	6.00%	7.10%	5.46%	0.28%	0.00%	0.48%	0.17%	1.56%	22.37%	10.46%	10.77%	46.98%	66.58%	93.26%	97.77%	88.99%	74.33%	84.03%	57.75%
Outside study area	Outside study area	0.00%	0.73%	0.75%	0.08%	0.00%	0.88%	0.00%	0.74%	20.32%	4.09%	32.47%	5.86%	0.33%	1.71%	0.29%	10.96%	0.14%	0.57%	3.94%	1.27%	6.86%	7.40%	11.58%	6.92%
Total		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table E: Commitments

LPA	Reference	Location	A1 retail	Convenience			Comparison		
			Sqm gross	Sqm gross	Sqm net	Turnover (£M)	Sqm gross	Sqm net	Turnover (£M)
Castle Point	16/0419/FUL	Land South of Morrisons Northwick Road, Canvey (1)	7,920		2,121	£17.54		4,680	£18.87
		Total	**7,920**		**2,121**	**£17.54**		**4,680**	**£18.87**
Southend	14/01462/FULM	Marine Plaza	687				687	550	£3.30
	13/01584/FUL	Comet Fossetts Drive	433				433	346	£2.08
	13/00869/EXTM	Esplanade House, Eastern Esplanade	387	194	135	£1.63	194	155	£0.93
	12/00317/BC3M	Land south of the bandstand between Clifftown Parade and Western Esplanade	377	189	132	£1.58	189	151	£0.90
	13/01628/FUL	165 Sutton Road	370	296	207	£2.49	74	59	£0.36
	13/00763/FUL	Tesco Prince Avenue	317						
	15/01545/FULM	H Portsmouth and Son 1043 London Road	267	214	150	£1.79	53	43	£0.26
		Total	**2,838**		**624**	**£7.49**		**1,304**	**£2.45**
Thurrock	14/00124/FUL	Unit 14 The Junction Thurrock Shopping Park Weston Avenue	1,124				1,124	899	£5.40
	16/00722/NMA	Intu Lakeside West Thurrock Way (Leisure scheme)	725				725	580	£3.48
	15/01439/FUL	Mothercare Unit B3ab Lakeside Retail Park West Thurrock Way	489				489	391	£2.35
	15/00159/FUL	Brantano Unit D1A Lakeside Retail Park West Thurrock Way	313				313	250	£1.50
	13/01231/FUL	Land To East Of Euclid Way And South of West Thurrock Way	6,694	6,694	3,720	£44.64			
	11/50401/TTGOUT	Land east Of Caspian Way and north and south of London Road Purfleet	6,900	4,830	3,381	£40.57	2,070	1,656	£9.94
	16/01120/OUT	Intu Lakeside West Thurrock Way (Northern extension)	37,651	1,991	1,400	£16.80	35,660	30,369	£200.84
	16/00890/FUL	Kiddicare Unit 12 The Junction Thurrock Shopping Park Weston Avenue	2,832					2,832	£16.99
		Total	**56,728**		**8,501**	**£102.01**		**36,978**	**£240.49**
Total commitments			**67,486**		**11,246**	**£127.04**		**42,961**	**£261.81**

Notes

Standard densities of £6,000 per sqm and £12,000 per sqm for comparison and convenience adopted unless otherwise specified. All turnovers for 2016.

(1) 2016 turnover derived from NJL Planning and Retail assessment (May 2016) and converted to 2015 prices

Table 1A: Comparison expenditure

Per capita comparison expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£2,487	£2,787	£3,556	£3,955	£3,054	£3,415	£3,587	£3,463	£3,020	£3,536	£3,018	£2,923	£3,466	£2,995	£2,739	£3,034	£4,084	£3,646	£3,503	£3,447	£3,724	£2,804	£3,330
Exc. SFT	£2,189	£2,453	£3,129	£3,480	£2,688	£3,005	£3,157	£3,047	£2,658	£3,112	£2,656	£2,572	£3,050	£2,636	£2,410	£2,670	£3,594	£3,208	£3,083	£3,033	£3,277	£2,468	£2,930
2016	£2,498	£2,799	£3,571	£3,972	£3,067	£3,430	£3,603	£3,478	£3,033	£3,551	£3,031	£2,936	£3,481	£3,008	£2,751	£3,047	£4,102	£3,662	£3,518	£3,462	£3,740	£2,816	£3,344
2021	£2,698	£3,024	£3,858	£4,291	£3,313	£3,705	£3,892	£3,757	£3,276	£3,836	£3,274	£3,171	£3,760	£3,249	£2,972	£3,292	£4,431	£3,956	£3,800	£3,740	£4,040	£3,042	£3,613
2026	£3,149	£3,529	£4,503	£5,008	£3,867	£4,324	£4,542	£4,385	£3,824	£4,478	£3,822	£3,701	£4,389	£3,792	£3,468	£3,842	£5,171	£4,617	£4,436	£4,365	£4,716	£3,551	£4,217
2031	£3,672	£4,115	£5,250	£5,840	£4,509	£5,042	£5,296	£5,113	£4,459	£5,221	£4,456	£4,316	£5,118	£4,422	£4,044	£4,480	£6,030	£5,383	£5,172	£5,090	£5,499	£4,140	£4,917
2034	£4,044	£4,532	£5,782	£6,431	£4,966	£5,553	£5,832	£5,631	£4,911	£5,750	£4,907	£4,753	£5,636	£4,870	£4,454	£4,933	£6,641	£5,928	£5,696	£5,605	£6,055	£4,559	£5,415
2037	£4,458	£4,995	£6,374	£7,089	£5,474	£6,121	£6,429	£6,207	£5,413	£6,338	£5,409	£5,239	£6,212	£5,368	£4,909	£5,438	£7,320	£6,535	£6,279	£6,178	£6,675	£5,026	£5,968

Total comparison expenditure (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2016	£99.73	£202.77	£102.33	£131.50	£139.88	£181.77	£107.69	£89.77	£56.58	£35.23	£182.42	£200.80	£148.31	£199.72	£118.03	£137.39	£110.72	£100.76	£178.87	£486.37	£567.48	£2,252.03	£1,590.98	£7,421
2021	£111.30	£227.22	£114.12	£146.08	£155.25	£200.93	£118.89	£100.11	£62.69	£39.00	£204.55	£225.65	£165.96	£226.42	£135.21	£155.46	£123.79	£112.63	£198.35	£543.90	£642.22	£2,618.03	£1,801.54	£8,429
2026	£133.83	£274.50	£137.53	£175.20	£186.27	£240.80	£142.10	£120.69	£75.48	£46.79	£248.04	£273.42	£199.80	£275.71	£166.87	£189.08	£149.77	£135.50	£237.99	£655.23	£785.39	£3,257.28	£2,195.17	£10,302
2031	£160.13	£330.59	£165.45	£209.42	£223.75	£287.12	£169.50	£145.00	£90.26	£56.27	£299.93	£329.49	£239.66	£334.37	£204.36	£228.52	£180.49	£162.45	£285.14	£786.50	£956.65	£4,013.87	£2,659.90	£12,519
2034	£179.50	£371.41	£185.37	£233.77	£250.36	£320.33	£188.88	£161.89	£101.01	£63.01	£337.64	£370.62	£267.76	£377.43	£232.46	£256.76	£202.15	£182.13	£318.59	£881.01	£1,080.67	£4,583.62	£2,999.34	£14,146
2037	£200.56	£415.13	£206.89	£260.62	£279.70	£357.02	£210.49	£180.55	£112.81	£70.41	£377.56	£414.34	£298.61	£422.20	£260.38	£287.18	£225.70	£203.46	£355.48	£983.15	£1,209.50	£5,138.94	£3,353.08	£15,824

Notes

Per capita expenditure by zone derived from Experian Retail Planner MMG3 2016
Growth rates and SFT deductions derived from Experian Retail Planner Briefing Note 14 (2016). Held constant after 2035.
Total comparison expenditure product of per capita expenditure and Table 1A
Prices 2015

Report Table 6.10

Table 2A: Convenience expenditure

Per capita convenience expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£1,986	£2,028	£2,219	£2,332	£2,074	£2,195	£2,203	£2,163	£2,047	£2,238	£2,053	£1,990	£2,209	£2,008	£1,856	£2,101	£2,398	£2,241	£2,251	£2,158	£2,244	£1,923	£2,142
Exc. SFT	£1,932	£1,973	£2,159	£2,269	£2,018	£2,136	£2,144	£2,105	£1,992	£2,178	£1,998	£1,936	£2,149	£1,954	£1,806	£2,044	£2,333	£2,180	£2,190	£2,100	£2,183	£1,871	£2,084
2016	£1,977	£2,018	£2,209	£2,321	£2,064	£2,185	£2,193	£2,153	£2,037	£2,227	£2,043	£1,981	£2,199	£1,999	£1,847	£2,091	£2,387	£2,230	£2,240	£2,148	£2,233	£1,914	£2,132
2021	£1,941	£1,982	£2,169	£2,279	£2,027	£2,146	£2,153	£2,114	£2,001	£2,188	£2,007	£1,945	£2,159	£1,963	£1,814	£2,054	£2,344	£2,190	£2,200	£2,109	£2,193	£1,880	£2,094
2026	£1,924	£1,964	£2,150	£2,259	£2,009	£2,126	£2,134	£2,095	£1,983	£2,168	£1,989	£1,928	£2,140	£1,945	£1,798	£2,035	£2,323	£2,171	£2,181	£2,090	£2,174	£1,863	£2,075
2031	£1,926	£1,966	£2,152	£2,261	£2,011	£2,128	£2,136	£2,097	£1,985	£2,170	£1,991	£1,930	£2,142	£1,947	£1,800	£2,037	£2,325	£2,173	£2,183	£2,093	£2,176	£1,865	£2,077
2034	£1,930	£1,970	£2,156	£2,266	£2,015	£2,133	£2,140	£2,102	£1,989	£2,174	£1,995	£1,933	£2,146	£1,951	£1,803	£2,041	£2,330	£2,177	£2,187	£2,097	£2,180	£1,868	£2,081
2037	£1,935	£1,976	£2,162	£2,273	£2,021	£2,139	£2,147	£2,108	£1,995	£2,181	£2,001	£1,939	£2,153	£1,957	£1,809	£2,047	£2,337	£2,184	£2,194	£2,103	£2,187	£1,874	£2,087

Total convenience expenditure (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2016	£78.92	£146.22	£63.28	£76.84	£94.14	£115.78	£65.54	£55.57	£38.01	£22.09	£122.97	£135.47	£93.67	£132.69	£79.26	£94.28	£64.43	£61.37	£113.91	£301.75	£338.87	£1,530.54	£1,014.16	£4,840
2021	£80.08	£148.97	£64.16	£77.60	£94.99	£116.35	£65.79	£56.33	£38.28	£22.24	£125.36	£138.41	£95.30	£136.77	£82.54	£96.99	£65.49	£62.37	£114.84	£306.78	£348.66	£1,617.63	£1,044.06	£5,000
2026	£81.75	£152.80	£65.65	£79.03	£96.77	£118.40	£66.76	£57.67	£39.14	£22.66	£129.08	£142.40	£97.41	£141.41	£86.50	£100.16	£67.27	£63.71	£116.99	£313.81	£362.04	£1,708.89	£1,080.19	£5,190
2031	£83.98	£157.98	£67.80	£81.09	£99.79	£121.19	£68.36	£59.48	£40.18	£23.39	£133.99	£147.31	£100.31	£147.22	£90.94	£103.92	£69.60	£65.57	£120.33	£323.36	£378.57	£1,807.76	£1,123.61	£5,416
2034	£85.65	£161.49	£69.12	£82.36	£101.59	£123.03	£69.32	£60.42	£40.91	£23.83	£137.24	£150.77	£101.97	£151.21	£94.12	£106.24	£70.93	£66.89	£122.33	£329.58	£389.11	£1,878.34	£1,152.83	£5,569
2037	£87.08	£164.24	£70.20	£83.55	£103.28	£124.77	£70.29	£61.31	£41.57	£24.23	£139.64	£153.37	£103.47	£153.90	£95.93	£108.12	£72.06	£68.00	£124.20	£334.66	£396.27	£1,916.20	£1,172.69	

Notes

Prices 2015

Per capita expenditure by zone derived from Experian Retail Planner 2016 (MMG GIS)

Growth rates and SFT deductions derived from Experian Retail Planner Briefing Note 14 (2016). Held constant after 2035.

Total convenience expenditure product of per capita expenditure and Table 1A

Table 3A: Comparison turnover 2016

Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£58.21	£95.66	£35.92	£39.59	£39.76	£22.60	£7.93	£12.40	£0.20	£0.49	£0.87	£0.88	£2.46	£5.58	£0.74	£28.71	£12.73	£10.14	£5.75	£1.85	£2.50	£2.28	£4.20	£391.47
	Billericay town centre	£0.00	£3.23	£0.06	£22.63	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.74	£0.03	£0.70	£0.00	£0.00	£0.00	£0.00	£34.75
	Laindon town centre	£0.35	£8.86	£0.62	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.59	£0.25	£0.00	£0.00	£0.85	£0.00	£0.00	£12.20
	Pitsea town centre	£4.70	£1.19	£0.15	£0.01	£0.11	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.61	£0.27	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£8.63
	Wickford town centre	£0.42	£0.27	£23.31	£0.37	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£1.55	£15.16	£1.31	£0.00	£0.00	£0.00	£0.00	£42.75
	Basildon out-of-centre	£17.80	£45.95	£17.43	£31.27	£8.42	£8.09	£2.45	£4.01	£0.43	£1.05	£1.19	£3.36	£0.64	£1.63	£0.05	£8.27	£9.07	£18.12	£3.98	£0.00	£3.47	£5.16	£0.00	£191.84
	Other Basildon destinations	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10
Basildon total		£81.48	£155.16	£77.57	£94.17	£48.30	£31.85	£10.38	£16.98	£0.64	£1.53	£2.06	£4.24	£3.10	£7.57	£0.79	£37.98	£31.94	£43.92	£11.74	£1.85	£6.83	£7.44	£4.20	£681.72
Castle Point	Canvey Island	£0.58	£1.08	£0.00	£0.00	£23.47	£15.10	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.19	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£40.94
	Canvey Island out-of-centre	£0.00	£0.00	£0.00	£0.00	£1.13	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£1.82	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.19
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30
	Thundersley	£0.00	£0.04	£0.00	£0.00	£0.00	£0.51	£0.10	£0.00	£0.00	£0.00	£1.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.93
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74
Castle Point total		£0.58	£1.12	£0.00	£0.00	£28.09	£16.13	£0.10	£0.00	£0.00	£0.00	£1.50	£0.00	£0.19	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£48.01
Rochford	Rayleigh	£1.01	£0.30	£0.97	£0.74	£3.33	£12.18	£33.68	£21.04	£0.45	£1.41	£0.47	£2.11	£6.43	£0.00	£0.00	£0.00	£0.44	£2.76	£0.29	£0.00	£0.00	£0.00	£0.00	£87.62
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.10	£1.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.83
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.20	£2.42	£0.07	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.89
	Rayleigh out-of-centre	£0.19	£0.37	£0.48	£0.06	£10.47	£11.18	£2.69	£5.68	£0.41	£0.46	£0.10	£0.66	£3.15	£0.02	£0.00	£0.08	£0.02	£0.38	£0.02	£0.77	£0.00	£0.27	£3.51	£40.96
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£2.86	£1.73	£4.04	£3.23	£2.14	£0.21	£1.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£9.36	£0.00	£25.99
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01	£3.02	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.36
Rochford total		£1.20	£0.67	£1.46	£0.80	£13.80	£23.69	£44.45	£33.91	£5.91	£7.02	£3.03	£2.98	£11.06	£0.02	£0.00	£0.08	£0.45	£3.13	£0.31	£0.77	£0.63	£9.62	£3.51	£168.51
Southend	Southend-on-Sea town centre	£0.92	£1.67	£0.21	£0.00	£8.16	£35.63	£28.09	£9.80	£27.99	£11.01	£115.64	£109.51	£57.69	£0.13	£0.20	£0.29	£1.25	£2.20	£2.24	£0.21	£0.00	£0.00	£0.00	£412.83
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.45	£0.21	£0.11	£0.71	£14.43	£1.93	£0.00	£0.00	£0.00	£0.03	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£18.30
	Leigh-on-Sea	£0.43	£1.65	£0.40	£0.00	£0.82	£10.63	£0.66	£0.82	£0.16	£0.11	£0.73	£5.08	£18.86	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£40.33
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.67	£0.00	£6.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.17
	Southend-on-Sea out-of-centre	£0.04	£2.05	£0.02	£0.00	£1.83	£3.54	£5.19	£4.20	£13.60	£10.48	£21.51	£37.03	£23.34	£0.64	£0.01	£0.21	£1.64	£0.05	£0.00	£0.00	£12.57	£2.75	£8.92	£149.61
	Westcliff-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33
	Other Southend-on-Sea destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.32	£0.11	£3.38	£1.08	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£5.84
Southend total		£1.39	£5.36	£0.62	£0.00	£11.11	£49.80	£34.11	£15.40	£42.94	£21.81	£148.44	£167.33	£102.10	£0.77	£0.21	£0.50	£2.91	£2.43	£2.24	£0.21	£13.07	£2.75	£8.92	£634.42
Thurrock	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.83
	Lakeside shopping centre	£6.11	£17.43	£8.70	£10.20	£17.49	£21.76	£6.24	£6.20	£1.62	£1.25	£7.50	£4.23	£12.25	£57.46	£44.64	£32.14	£8.84	£4.13	£1.57	£7.85	£65.20	£480.50	£17.14	£840.45
	Lakeside retail parks	£5.53	£12.73	£4.92	£4.31	£17.00	£14.83	£4.23	£3.65	£0.69	£1.34	£8.52	£6.03	£9.71	£83.43	£42.41	£36.24	£7.99	£5.13	£13.29	£14.96	£24.42	£378.16	£61.56	£761.08
	South Ockenden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£6.51	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.91
	Stanford-le-Hope local centre	£0.00	£0.28	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.10	£5.64	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.34
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.13	£0.00	£3.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.50
	Thurrock out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.85	£0.10	£2.77	£0.00	£0.00	£0.00	£0.00	£0.00	£1.80	£0.00	£8.52
	Thurrock neighbourhood parades	£0.00	£0.22	£0.16	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28	£0.29	£8.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£10.11
	Other Thurrock destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£1.70	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.99
Thurrock total		£11.64	£30.66	£13.95	£14.50	£34.49	£36.65	£10.47	£9.86	£2.31	£2.59	£16.03	£10.27	£21.96	£149.03	£96.42	£89.26	£16.93	£9.26	£14.85	£22.81	£89.61	£860.46	£78.69	£1,642.71
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.75
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.06	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.54	£11.80	£1.17	£0.46	£0.00	£0.00	£0.00	£14.26
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.02	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£63.71	£1.47	£0.45	£0.00	£0.00	£66.70
	Zone 20	£0.06	£2.11	£4.52	£10.05	£1.24	£2.81	£2.47	£8.51	£0.77	£0.67	£0.51	£1.46	£2.53	£1.39	£0.08	£0.01	£16.55	£25.20	£67.24	£423.41	£11.58	£19.30	£0.00	£602.47
	Zone 21	£0.00	£0.00	£0.21	£0.78	£0.00	£0.92	£0.46	£0.00	£0.00	£0.05	£0.00	£0.37	£0.00	£1.36	£1.15	£0.26	£21.97	£0.00	£0.00	£8.29	£213.87	£1.44	£0.00	£251.13
	Zone 22	£0.97	£2.17	£0.33	£0.57	£0.13	£0.91	£0.38	£0.57	£0.20	£0.00	£0.00	£4.87	£0.36	£29.06	£16.18	£5.01	£8.19	£0.02	£2.30	£2.44	£44.74	£1,034.75	£0.17	£1,154.32
	Zone 23	£0.81	£1.00	£0.60	£4.91	£1.28	£3.81	£1.33	£1.33	£0.32	£0.40	£2.43	£1.48	£3.01	£4.82	£2.01	£2.22	£4.39	£1.85	£1.44	£3.60	£20.94	£82.10	£1,236.52	£1,382.60
Other study area zones total		£1.84	£5.27	£5.67	£16.31	£2.64	£8.46	£4.63	£10.58	£1.35	£1.14	£3.04	£8.34	£5.90	£36.79	£19.42	£7.51	£52.06	£39.73	£135.87	£439.66	£291.74	£1,137.60	£1,236.68	£3,472.23
Outside study area		£1.59	£4.52	£3.07	£5.71	£1.46	£15.19	£3.54	£3.05	£3.44	£1.13	£8.33	£7.63	£4.01	£5.54	£0.89	£2.08	£6.42	£2.29	£13.86	£21.08	£165.60	£234.16	£258.98	£773.55
Total		£99.73	£202.77	£102.33	£131.50	£139.88	£181.77	£107.69	£89.77	£56.58	£35.23	£182.42	£200.80	£148.31	£199.72	£118.03	£137.39	£110.72	£100.76	£178.87	£486.37	£567.48	£2,252.03	£1,590.98	£7,421.15

Notes

Product of Tables C & 1A

Table 4A: Convenience turnover 2016

Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£16.40	£15.96	£3.36	£3.65	£0.40	£0.00	£0.00	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£1.70	£2.49	£0.40	£0.00	£0.00	£3.40	£14.22	£0.00	£62.67
	Billericay town centre	£0.17	£2.02	£0.73	£24.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.30	£13.13	£0.78	£0.60	£1.01	£1.31	£0.00	£0.00	£45.07
	Laindon town centre	£0.00	£3.70	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.79
	Pitsea town centre	£15.18	£9.76	£1.93	£1.11	£0.09	£0.80	£0.00	£0.78	£0.00	£0.00	£0.00	£0.45	£0.00	£1.45	£0.00	£5.04	£0.00	£0.34	£0.42	£0.00	£0.00	£0.00	£0.00	£37.35
	Wickford town centre	£0.35	£0.00	£8.37	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£6.53	£0.00	£0.00	£0.00	£0.00	£0.00	£16.06
	Basildon local centres	£1.04	£1.60	£3.00	£8.83	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.83	£0.23	£0.93	£0.00	£0.00	£0.00	£0.00	£18.46
	Basildon out-of-centre stores	£40.80	£101.66	£29.20	£28.96	£10.57	£3.32	£0.98	£1.09	£0.00	£0.00	£0.00	£0.33	£0.26	£0.43	£0.00	£7.20	£12.91	£11.41	£1.00	£1.04	£3.06	£9.46	£0.00	£263.67
	Other Basildon destinations	£0.00	£0.00	£0.07	£0.06	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19
Basildon total		£73.95	£134.70	£46.65	£67.99	£11.06	£4.11	£0.98	£2.44	£0.00	£0.00	£0.00	£0.89	£0.26	£1.88	£0.15	£14.24	£31.79	£19.69	£2.94	£2.05	£7.77	£23.68	£0.00	£447.25
Castle Point	Canvey Island town centre	£0.53	£1.47	£0.00	£0.00	£7.03	£2.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.90
	Canvey Island shopping parade	£0.18	£1.16	£0.00	£0.00	£13.36	£12.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£27.46
	Hadleigh Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44
	South Benfleet Town Centre	£0.00	£0.00	£0.00	£0.00	£0.68	£0.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.92
	South Benfleet shopping parade	£0.00	£0.00	£0.00	£0.00	£1.24	£2.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.96
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.53	£0.37	£0.00	£0.00	£0.00	£0.00	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.41
	Castle Point out-of-centre stores	£2.24	£1.43	£0.00	£0.67	£54.09	£59.06	£9.41	£8.85	£2.25	£0.71	£0.00	£3.93	£14.41	£0.00	£0.00	£0.07	£0.81	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£158.22
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
Castle Point total		£2.95	£4.06	£0.00	£0.67	£77.28	£78.66	£9.41	£8.85	£2.25	£0.71	£0.51	£3.93	£14.47	£0.00	£0.82	£0.07	£0.81	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£205.75
Rochford	Rochford town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£3.99	£1.77	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.09
	Rayleigh town centre	£0.00	£0.00	£0.07	£0.00	£0.19	£1.10	£10.20	£3.96	£0.00	£0.24	£0.00	£0.00	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.23	£0.00	£22.67
	Hockley town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£0.77	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.46
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.57
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74
	Rochford out-of-centre stores	£0.00	£1.03	£0.69	£0.00	£2.60	£5.15	£19.85	£25.97	£5.14	£3.24	£0.33	£1.27	£0.67	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£66.10
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28
Rochford total		£0.00	£1.03	£0.76	£0.00	£2.79	£6.25	£30.84	£31.42	£9.89	£5.95	£0.33	£1.59	£1.35	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£6.23	£0.00	£98.61
Southend	Southend-on-sea town centre	£0.00	£0.00	£0.14	£0.00	£0.00	£0.60	£0.64	£0.54	£0.98	£1.54	£28.88	£25.09	£7.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£47.54	£0.00	£113.03
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	£1.12	£0.00	£0.00	£2.39	£15.93	£0.85	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£20.74
	Eastwood town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£0.85	£0.92	£0.32	£1.16	£0.67	£7.01	£6.78	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£18.78
	Leigh-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.10	£8.14	£0.00	£0.06	£0.15	£0.01	£0.45	£3.43	£18.95	£0.00	£0.12	£1.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£32.50
	Thorpe Bay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.03	£0.00	£3.02	£8.19	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.58
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.24	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.38
	Southend out-of-centre stores	£0.00	£0.58	£0.82	£0.51	£1.66	£7.61	£16.74	£6.52	£16.01	£11.82	£41.68	£59.84	£41.61	£1.10	£0.58	£0.00	£0.42	£0.00	£0.26	£0.00	£0.22	£3.83	£0.00	£211.81
	Other Southend destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.10	£0.36	£0.00	£1.28	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.01
Southend total		£0.00	£0.58	£0.96	£0.51	£1.76	£17.40	£18.96	£9.27	£17.84	£14.53	£81.62	£119.73	£75.38	£1.24	£0.70	£1.10	£0.42	£0.00	£0.26	£0.00	£0.22	£51.37	£0.00	£413.83
Thurrock	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£1.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£35.68	£9.48	£9.72	£0.05	£0.00	£0.00	£0.00	£0.00	£7.34	£0.00	£63.65
	Lakeside main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.87	£13.94	£4.11	£0.08	£0.00	£0.00	£0.00	£6.05	£152.37	£44.45	£229.89
	Aveley local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.94	£0.00	£1.00
	Corringham local centre	£0.00	£0.70	£0.00	£0.00	£0.23	£0.00	£0.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.68	£0.00	£18.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£21.81
	Purfleet local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£17.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.18	£0.00	£23.60
	Stanford-le-Hope local centre	£0.00	£0.00	£0.54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.32	£0.00	£4.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.29
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£2.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.27
	Chadwell St Mary larger neighbourhood pa	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Chafford Hundred larger neighbourhood p	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.09	£13.29	£3.24	£0.34	£0.00	£0.00	£0.00	£0.00	£8.50	£0.00	£35.00
	East Tilbury larger neighbourhood parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80
	Little Thurrock larger neighbourbood parac	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£2.11	£1.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.51	£0.00	£7.28
	Stifford Clays larger neighbourhood parad	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.27	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.34	£0.00	£8.77
	Thurrock smaller neighbourhood parades	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.91	£0.00	£0.00	£0.00	£0.00	£0.00	£2.43	£0.00	£3.54
	Thurrock out-of-centre stores	£0.29	£0.70	£0.00	£1.13	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£1.16	£0.44	£34.21	£13.08	£13.80	£0.57	£0.00	£0.00	£0.82	£0.00	£10.80	£0.00	£77.14
	Other Thurrock destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.22	£0.04	£0.73	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.99
Thurrock total		£0.29	£1.40	£0.54	£1.13	£0.77	£1.39	£0.69	£0.14	£0.21	£0.00	£0.00	£1.16	£0.44	£97.62	£69.08	£58.39	£1.04	£0.00	£0.00	£0.82	£6.05	£198.41	£44.45	£484.03
Other study area zones	Zone 14 destinations outside Thurrock	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.85	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24	£0.00	£9.18
	Zone 17	£0.00	£0.00	£0.06	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.15	£0.00	£0.00	£1.87	£0.35	£0.00	£0.00	£5.49
	Zone 18	£0.12	£2.07	£11.76	£3.56	£0.00	£0.16	£3.72	£2.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29	£1.34	£35.99	£16.62	£22.92	£0.00	£0.00	£0.00	£100.57
	Zone 19	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£2.11	£0.00	£0.00	£0.17	£1.15	£78.33	£23.19	£0.00	£4.78	£44.45	£154.69
	Zone 20	£0.00	£0.00	£0.00	£2.02	£0.00	£5.86	£0.62	£0.45	£0.00	£0.00	£0.00	£0.00	£0.85	£0.52	£0.00	£1.83	£5.80	£2.99	£11.21	£234.40	£4.18	£0.00	£18.34	£289.08
	Zone 21	£0.00	£0.17	£0.00	£0.34	£0.00	£0.00	£0.00	£0.03	£0.11	£0.00	£0.00	£0.23	£0.00	£2.30	£0.00	£1.65	£15.66	£0.44	£0.00	£7.05	£271.26	£0.00	£8.09	£307.33
	Zone 22	£0.29	£1.03	£0.83	£0.51	£0.00	£0.92	£0.31	£0.21	£0.00	£0.00	£0.59	£0.00	£0.61	£15.75	£7.60	£5.83	£4.14	£0.29	£0.00	£5.59	£25.77	£1,097.42	£28.88	£1,196.58
	Zone 23	£1.32	£0.00	£1.08	£0.00	£0.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.14	£0.69	£0.54	£0.00	£0.00	£0.06	£0.00	£0.00	£34.14	£752.47	£791.91
Other study area zones total		£1.73	£3.37	£13.90	£6.48	£0.48	£6.94	£4.65	£3.04	£0.11	£0.00	£0.59	£0.23	£1.46	£29.68	£8.29	£10.15	£30.27	£40.86	£106.22	£295.03	£301.56	£1,137.58	£852.23	£2,854.84
Outside study area	Outside study area	£0.00	£1.07	£0.47	£0.06	£0.00	£1.01	£0.00	£0.41	£7.72	£0.90	£39.93	£7.94	£0.31	£2.27	£0.23	£10.33	£0.09	£0.35	£4.48	£3.85	£23.26	£113.27	£117.48	£335.46
Total		£78.92	£146.22	£63.28	£76.84	£94.14	£115.78	£65.54	£55.57	£38.01	£22.09	£122.97	£135.47	£93.67	£132.69	£79.26	£94.28	£64.43	£61.37	£113.91	£301.75	£338.87	£1,530.54	£1,014.16	£4,839.77

Notes

Product of Tables D & 2A

Table 5A: Local authority summary

	Comparison		Convenience		Total
South Essex	**£M**	**%**	**£M**	**%**	**£M**
Turnover derived from South Essex zones	£1,923.88	61%	£1,250.97	76%	£3,174.85
Turnover derived from elsewhere in study area	£1,251.50	39%	£398.50	24%	£1,649.99
Leakage from South Essex zones	£210.05	10%	£163.77	12%	£373.82
Basildon					
Turnover derived from Basildon zones	£408.39	60%	£323.29	72%	£731.68
Turnover derived from elsewhere in study area	£273.32	40%	£123.96	28%	£397.29
Leakage from Basildon zones	£127.94	24%	£41.97	11%	£169.91
Castle Point					
Turnover derived from Castle Point zones	£44.22	92%	£155.95	76%	£200.17
Turnover derived from elsewhere in study area	£3.79	8%	£49.80	24%	£53.59
Leakage from Castle Point zones	£277.43	86%	£53.97	26%	£331.40
Rochford					
Turnover derived from Rochford zones	£91.29	54%	£78.10	79%	£169.40
Turnover derived from elsewhere in study area	£77.21	46%	£20.51	21%	£97.72
Leakage from Rochford zones	£197.98	68%	£103.11	57%	£301.08
Southend					
Turnover derived from Southend zones	£417.86	66%	£276.73	67%	£694.59
Turnover derived from elsewhere in study area	£216.56	34%	£137.11	33%	£353.67
Leakage from Southend zones	£113.67	21%	£75.39	21%	£189.06
Thurrock					
Turnover derived from Thurrock zones	£334.71	20%	£225.08	47%	£559.79
Turnover derived from elsewhere in study area	£1,308.01	80%	£258.95	53%	£1,566.95
Leakage from Thurrock zones	£120.43	26%	£81.15	27%	£201.59

Notes

Derived from Tables 3A and 4A

Table 6A: Comparison goods need

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£2,134	£2,389	£2,886	£3,474	£3,898	£4,354
B Market share of study area (%)	90%	90%	90%	90%	90%	90%
C Retained expenditure (£M)	£1,924	£2,154	£2,602	£3,132	£3,514	£3,926
D Inflow expenditure (£M)	£1,251	£1,430	£1,755	£2,141	£2,426	£2,715
E Total available expenditure (£M)	£3,175	£3,583	£4,357	£5,273	£5,940	£6,641
Claims on expenditure						
F Turnover of existing floorspace (£M)	£3,175	£3,489	£3,833	£4,211	£4,456	£4,715
G Turnover of commitments (£M)	£262	£289	£318	£351	£372	£395
Quantitative need						
H Expenditure capacity (£M)	-£262	-£194	£206	£710	£1,112	£1,531
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	29,426	28,455	89,287	132,055	171,858
K Gross quantitative need (sqm)	-	42,037	40,650	127,553	188,650	245,511

Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£536.33	£598.72	£721.06	£865.59	£970.05	£1,083.21
B Market share of study area (%)	76%	76%	76%	76%	76%	76%
C Retained expenditure (£M)	£408	£456	£549	£659	£739	£825
D Inflow expenditure (£M)	£273	£311	£380	£463	£523	£585
E Total available expenditure (£M)	£682	£767	£929	£1,122	£1,262	£1,410
Claims on expenditure						
F Turnover of existing floorspace (£M)	£682	£749	£823	£904	£957	£1,012
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0	£18	£107	£218	£305	£398
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,697	14,709	27,350	36,236	44,655
K Gross quantitative need (sqm)		3,852	21,013	39,072	51,766	63,793

Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£322	£356	£427	£511	£571	£637
B Market share of study area (%)	14%	14%	14%	14%	14%	14%
C Retained expenditure (£M)	£44.22	£48.97	£58.71	£70.23	£78.46	£87.54
D Inflow expenditure (£M)	£3.79	£4.31	£5.27	£6.41	£7.25	£8.11
E Total available expenditure (£M)	£48.01	£53.28	£63.99	£76.65	£85.71	£95.65
Claims on expenditure						
F Turnover of existing floorspace (£M)	£48	£53	£58	£64	£67	£71
G Turnover of commitments (£M)	£19	£20	£22	£24	£25	£26
Quantitative need						
H Expenditure capacity (£M)	-£19	-£20	-£16	-£11	-£6	-£1
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	3,003	- 2,190	- 1,334	- 752	- 161
K Gross quantitative need (sqm)	-	4,290	- 3,129	- 1,906	- 1,074	- 230

Table 6A: Comparison goods need

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£289	£321	£385	£461	£515	£574
B Market share of study area (%)	32%	32%	32%	32%	32%	32%
C Retained expenditure (£M)	£91	£101	£122	£146	£162	£181
D Inflow expenditure (£M)	£77	£88	£107	£131	£148	£165
E Total available expenditure (£M)	£169	£189	£229	£276	£310	£346
Claims on expenditure						
F Turnover of existing floorspace (£M)	£169	£185	£203	£223	£236	£250
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0	£4	£25	£53	£74	£96
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		586	3,520	6,607	8,740	10,792
K Gross quantitative need (sqm)		837	5,028	9,438	12,486	15,417

Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£532	£596	£721	£869	£976	£1,091
B Market share of study area (%)	79%	79%	79%	79%	79%	79%
C Retained expenditure (£M)	£418	£469	£567	£683	£767	£857
D Inflow expenditure (£M)	£217	£246	£301	£366	£414	£463
E Total available expenditure (£M)	£634	£715	£868	£1,049	£1,181	£1,320
Claims on expenditure						
F Turnover of existing floorspace (£M)	£634	£697	£766	£841	£890	£942
G Turnover of commitments (£M)	£2.45	£2.63	£2.84	£3.06	£3.20	£3.34
Quantitative need						
H Expenditure capacity (£M)	-£2	£15	£100	£205	£288	£375
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,309	13,743	25,759	34,183	42,104
K Gross quantitative need (sqm)		3,299	19,633	36,799	48,833	60,149

Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£455	£517	£632	£767	£867	£970
B Market share of study area (%)	74%	74%	74%	74%	74%	74%
C Retained expenditure (£M)	£335	£380	£465	£564	£637	£713
D Inflow expenditure (£M)	£1,308	£1,486	£1,816	£2,207	£2,493	£2,789
E Total available expenditure (£M)	£1,643	£1,866	£2,280	£2,771	£3,131	£3,502
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,643	£1,805	£1,983	£2,179	£2,305	£2,439
G Turnover of commitments (£M)	£240.49	£259.08	£279.10	£300.67	£314.41	£328.77
Quantitative need						
H Expenditure capacity (£M)	-£240	-£198	£18	£292	£511	£734
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	30,031	2,538	36,641	60,714	82,445
K Gross quantitative need (sqm)	-	42,901	3,626	52,345	86,735	117,779

Table 7A: Convenience goods need

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£1,415	£1,440	£1,478	£1,527	£1,559	1584.965
B Market share of study area (%)	88%	88%	88%	88%	88%	88%
C Retained expenditure (£M)	£1,251	£1,273	£1,307	£1,350	£1,379	£1,401
D Inflow expenditure (£M)	£398	£414	£432	£452	£467	£475
E Total available expenditure (£M)	£1,649	£1,688	£1,739	£1,803	£1,845	£1,877
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,649	£1,649	£1,649	£1,649	£1,649	£1,649
G Turnover of commitments (£M)	£127.04	£127.04	£127.04	£127.04	£127.04	£127.04
Quantitative need						
H Expenditure capacity (£M)	-£127.04	-£88.88	-£37.97	£26.13	£68.83	£100.16
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		-7,407	-3,164	2,177	5,736	8,346
K Gross quantitative need (sqm)		-10,581	-4,520	3,110	8,194	11,923

Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£365.26	£370.80	£379.23	£390.85	£398.62	£405.07
B Market share of study area (%)	89%	89%	89%	89%	89%	89%
C Retained expenditure (£M)	£323.29	£328.20	£335.66	£345.94	£352.82	£358.52
D Inflow expenditure (£M)	£123.96	£128.25	£133.29	£139.21	£143.25	£145.83
E Total available expenditure (£M)	£447.25	£456.44	£468.95	£485.15	£496.07	£504.36
Claims on expenditure						
F Turnover of existing floorspace (£M)	£447.25	£447.25	£447.25	£447.25	£447.25	£447.25
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£9.19	£21.70	£37.90	£48.82	£57.11
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		766	1,808	3,158	4,068	4,759
K Gross quantitative need (sqm)		1,094	2,583	4,511	5,812	6,798

Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£209.92	£211.34	£215.17	£220.98	£224.62	228.045
B Market share of study area (%)	74%	74%	74%	74%	74%	74%
C Retained expenditure (£M)	£155.95	£157.01	£159.85	£164.17	£166.87	£169.41
D Inflow expenditure (£M)	£49.80	£51.51	£53.51	£55.87	£57.49	£58.52
E Total available expenditure (£M)	£205.75	£208.51	£213.36	£220.04	£224.36	£227.94
Claims on expenditure						
F Turnover of existing floorspace (£M)	£205.75	£205.75	£205.75	£205.75	£205.75	£205.75
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£2.77	£7.62	£14.30	£18.61	£22.19
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		231	635	1,191	1,551	1,849
K Gross quantitative need (sqm)		329	907	1,702	2,216	2,642

Table 7A: Convenience goods need

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£181.21	£182.64	£186.22	£191.41	£194.48	£197.40
B Market share of study area (%)	43%	43%	43%	43%	43%	43%
C Retained expenditure (£M)	£78.10	£78.72	£80.26	£82.50	£83.82	£85.08
D Inflow expenditure (£M)	£20.51	£21.20	£22.03	£23.00	£23.66	£24.08
E Total available expenditure (£M)	£98.61	£99.93	£102.29	£105.50	£107.48	£109.17
Claims on expenditure						
F Turnover of existing floorspace (£M)	£98.61	£98.61	£98.61	£98.61	£98.61	£98.61
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£1.32	£3.68	£6.89	£8.87	£10.56
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		110	307	574	739	880
K Gross quantitative need (sqm)		157	438	820	1,056	1,257

Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£352.12	£359.07	£368.89	£381.61	£389.98	£396.49
B Market share of study area (%)	79%	79%	79%	79%	79%	79%
C Retained expenditure (£M)	£276.73	£282.19	£289.91	£299.91	£306.48	£311.60
D Inflow expenditure (£M)	£137.11	£141.79	£147.31	£153.80	£158.24	£161.09
E Total available expenditure (£M)	£413.83	£423.98	£437.22	£453.71	£464.72	£472.68
Claims on expenditure						
F Turnover of existing floorspace (£M)	£413.83	£413.83	£413.83	£413.83	£413.83	£413.83
G Turnover of commitments (£M)	£7.49	£7.49	£7.49	£7.49	£7.49	£7.49
Quantitative need						
H Expenditure capacity (£M)	-£7.49	£2.65	£15.90	£32.38	£43.40	£51.36
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		221	1,325	2,699	3,617	4,280
K Gross quantitative need (sqm)		316	1,892	3,855	5,167	6,114

Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£306.24	£316.30	£328.07	£342.09	£351.57	357.9592
B Market share of study area (%)	73%	73%	73%	73%	73%	73%
C Retained expenditure (£M)	£225.08	£232.48	£241.13	£251.43	£258.40	£263.10
D Inflow expenditure (£M)	£258.95	£267.52	£277.73	£289.80	£298.03	£303.36
E Total available expenditure (£M)	£484.03	£500.01	£518.87	£541.23	£556.43	£566.46
Claims on expenditure						
F Turnover of existing floorspace (£M)	£484.03	£484.03	£484.03	£484.03	£484.03	£484.03
G Turnover of commitments (£M)	£102.01	£102.01	£102.01	£102.01	£102.01	£102.01
Quantitative need						
H Expenditure capacity (£M)	-£102.01	-£86.04	-£67.18	-£44.81	-£29.61	-£19.59
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		-7,170	-5,598	-3,734	-2,468	-1,632
K Gross quantitative need (sqm)		-10,243	-7,997	-5,335	-3,525	-2,332

Table 1B: Comparison expenditure

Per capita comparison expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£2,487	£2,787	£3,556	£3,955	£3,054	£3,415	£3,587	£3,463	£3,020	£3,536	£3,018	£2,923	£3,466	£2,995	£2,739	£3,034	£4,084	£3,646	£3,503	£3,447	£3,724	£2,804	£3,330
Exc. SFT	£2,189	£2,453	£3,129	£3,480	£2,688	£3,005	£3,157	£3,047	£2,658	£3,112	£2,656	£2,572	£3,050	£2,636	£2,410	£2,670	£3,594	£3,208	£3,083	£3,033	£3,277	£2,468	£2,930
2016	£2,498	£2,799	£3,571	£3,972	£3,067	£3,430	£3,603	£3,478	£3,033	£3,551	£3,031	£2,936	£3,481	£3,008	£2,751	£3,047	£4,102	£3,662	£3,518	£3,462	£3,740	£2,816	£3,344
2021	£2,698	£3,024	£3,858	£4,291	£3,313	£3,705	£3,892	£3,757	£3,276	£3,836	£3,274	£3,171	£3,760	£3,249	£2,972	£3,292	£4,431	£3,956	£3,800	£3,740	£4,040	£3,042	£3,613
2026	£3,149	£3,529	£4,503	£5,008	£3,867	£4,324	£4,542	£4,385	£3,824	£4,478	£3,822	£3,701	£4,389	£3,792	£3,468	£3,842	£5,171	£4,617	£4,436	£4,365	£4,716	£3,551	£4,217
2031	£3,672	£4,115	£5,250	£5,840	£4,509	£5,042	£5,296	£5,113	£4,459	£5,221	£4,456	£4,316	£5,118	£4,422	£4,044	£4,480	£6,030	£5,383	£5,172	£5,090	£5,499	£4,140	£4,917
2034	£4,044	£4,532	£5,782	£6,431	£4,966	£5,553	£5,832	£5,631	£4,911	£5,750	£4,907	£4,753	£5,636	£4,870	£4,454	£4,933	£6,641	£5,928	£5,696	£5,605	£6,055	£4,559	£5,415
2037	£4,458	£4,995	£6,374	£7,089	£5,474	£6,121	£6,429	£6,207	£5,413	£6,338	£5,409	£5,239	£6,212	£5,368	£4,909	£5,438	£7,320	£6,535	£6,279	£6,178	£6,675	£5,026	£5,968

Total comparison expenditure (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2016	£99.26	£201.80	£101.78	£131.12	£139.81	£181.67	£107.55	£89.52	£56.44	£35.15	£181.38	£199.55	£147.61	£199.53	£117.50	£137.27	£110.72	£100.76	£178.87	£486.37	£567.48	£2,252.03	£1,590.98	£7,414
2021	£110.53	£224.70	£113.33	£146.00	£152.22	£197.81	£121.07	£100.77	£63.53	£39.57	£203.66	£224.06	£165.74	£226.24	£133.23	£155.65	£123.79	£112.63	£198.35	£543.90	£642.22	£2,618.03	£1,801.54	£8,419
2026	£133.29	£270.98	£136.67	£176.07	£178.65	£232.15	£142.69	£118.77	£74.88	£46.63	£247.98	£272.82	£201.81	£275.84	£162.44	£189.78	£149.77	£135.50	£237.99	£655.23	£785.39	£3,257.28	£2,195.17	£10,278
2031	£162.90	£331.16	£167.02	£215.18	£213.30	£277.18	£172.41	£143.51	£90.47	£56.35	£300.79	£330.91	£244.78	£344.12	£202.65	£236.76	£180.49	£162.45	£285.14	£786.50	£956.65	£4,013.87	£2,659.90	£12,534
2034	£184.64	£375.36	£189.31	£243.90	£237.76	£308.97	£193.87	£161.37	£101.73	£63.36	£339.19	£373.16	£276.03	£394.80	£232.50	£271.62	£202.15	£182.13	£318.59	£881.01	£1,080.67	£4,583.62	£2,999.34	£14,195
2037	£210.05	£427.02	£215.37	£277.47	£266.79	£346.68	£218.97	£182.26	£114.90	£71.56	£383.99	£422.45	£312.49	£456.84	£269.03	£314.31	£225.70	£203.46	£355.48	£983.15	£1,209.50	£5,138.94	£3,353.08	£15,960

Notes

Prices 2015

Per capita expenditure by zone derived from Experian Retail Planner 2016 (MMG GIS)

Growth rates and SFT deductions derived from Experian Retail Planner Briefing Note 14 (2016). Held constant after 2035.

Total comparison expenditure product of per capita expenditure and Table 1B

Table 2B: Convenience expenditure

Per capita convenience expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£1,986	£2,028	£2,219	£2,332	£2,074	£2,195	£2,203	£2,163	£2,047	£2,238	£2,053	£1,990	£2,209	£2,008	£1,856	£2,101	£2,398	£2,241	£2,251	£2,158	£2,244	£1,923	£2,142
Exc. SFT	£1,932	£1,973	£2,159	£2,269	£2,018	£2,136	£2,144	£2,105	£1,992	£2,178	£1,998	£1,936	£2,149	£1,954	£1,806	£2,044	£2,333	£2,180	£2,190	£2,100	£2,183	£1,871	£2,084
2016	£1,977	£2,018	£2,209	£2,321	£2,064	£2,185	£2,193	£2,153	£2,037	£2,227	£2,043	£1,981	£2,199	£1,999	£1,847	£2,091	£2,387	£2,230	£2,240	£2,148	£2,233	£1,914	£2,132
2021	£1,941	£1,982	£2,169	£2,279	£2,027	£2,146	£2,153	£2,114	£2,001	£2,188	£2,007	£1,945	£2,159	£1,963	£1,814	£2,054	£2,344	£2,190	£2,200	£2,109	£2,193	£1,880	£2,094
2026	£1,924	£1,964	£2,150	£2,259	£2,009	£2,126	£2,134	£2,095	£1,983	£2,168	£1,989	£1,928	£2,140	£1,945	£1,798	£2,035	£2,323	£2,171	£2,181	£2,090	£2,174	£1,863	£2,075
2031	£1,926	£1,966	£2,152	£2,261	£2,011	£2,128	£2,136	£2,097	£1,985	£2,170	£1,991	£1,930	£2,142	£1,947	£1,800	£2,037	£2,325	£2,173	£2,183	£2,093	£2,176	£1,865	£2,077
2034	£1,930	£1,970	£2,156	£2,266	£2,015	£2,133	£2,140	£2,102	£1,989	£2,174	£1,995	£1,933	£2,146	£1,951	£1,803	£2,041	£2,330	£2,177	£2,187	£2,097	£2,180	£1,868	£2,081
2037	£1,935	£1,976	£2,162	£2,273	£2,021	£2,139	£2,147	£2,108	£1,995	£2,181	£2,001	£1,939	£2,153	£1,957	£1,809	£2,047	£2,337	£2,184	£2,194	£2,103	£2,187	£1,874	£2,087

Total convenience expenditure (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2016	£78.55	£145.52	£62.94	£76.62	£94.09	£115.72	£65.45	£55.41	£37.91	£22.05	£122.27	£134.63	£93.23	£132.57	£78.90	£94.20	£64.43	£61.37	£113.91	£301.75	£338.87	£1,530.54	£1,014.16	£4,835
2021	£79.52	£147.31	£63.71	£77.56	£93.14	£114.55	£66.99	£56.71	£38.80	£22.56	£124.82	£137.43	£95.17	£136.66	£81.34	£97.11	£65.49	£62.37	£114.84	£306.78	£348.66	£1,617.63	£1,044.06	£4,993
2026	£81.43	£150.84	£65.24	£79.42	£92.81	£114.15	£67.04	£56.75	£38.82	£22.58	£129.05	£142.09	£98.39	£141.48	£84.21	£100.53	£67.27	£63.71	£116.99	£313.81	£362.04	£1,708.89	£1,080.19	£5,178
2031	£85.43	£158.25	£68.45	£83.32	£95.13	£117.00	£69.54	£58.86	£40.27	£23.42	£134.37	£147.95	£102.45	£151.52	£90.18	£107.67	£69.60	£65.57	£120.33	£323.36	£378.57	£1,807.76	£1,123.61	£5,423
2034	£88.10	£163.21	£70.59	£85.93	£96.48	£118.66	£71.15	£60.23	£41.20	£23.96	£137.87	£151.80	£105.12	£158.17	£94.14	£112.39	£70.93	£66.89	£122.33	£329.58	£389.11	£1,878.34	£1,152.83	£5,589
2037	£91.20	£168.95	£73.07	£88.95	£98.51	£121.16	£73.12	£61.90	£42.35	£24.63	£142.02	£156.37	£108.29	£166.53	£99.12	£118.34	£72.06	£68.00	£124.20	£334.66	£396.27	£1,916.20	£1,172.69	£5,719

Notes

Prices 2015

Per capita expenditure by zone derived from Experian Retail Planner 2016 (MMG GIS)

Growth rates and SFT deductions derived from Experian Retail Planner Briefing Note 14 (2016). Held constant after 2035.

Total convenience expenditure product of per capita expenditure and Table 1B

Table 3B: Comparison turnover 2016

Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£57.94	£95.20	£35.72	£39.48	£39.74	£22.59	£7.92	£12.37	£0.20	£0.49	£0.86	£0.88	£2.45	£5.57	£0.73	£28.69	£12.73	£10.14	£5.75	£1.85	£2.50	£2.28	£4.20	£390.29
	Billericay town centre	£0.00	£3.22	£0.06	£22.57	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.74	£0.03	£0.70	£0.00	£0.00	£0.00	£0.00	£34.67
	Laindon town centre	£0.35	£8.82	£0.62	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.59	£0.25	£0.00	£0.00	£0.85	£0.00	£0.00	£12.15
	Pitsea town centre	£4.68	£1.19	£0.14	£0.01	£0.11	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.61	£0.27	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£8.60
	Wickford town centre	£0.42	£0.27	£23.18	£0.37	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£1.55	£15.16	£1.31	£0.00	£0.00	£0.00	£0.00	£42.61
	Basildon out-of-centre	£17.72	£45.73	£17.33	£31.18	£8.42	£8.09	£2.45	£4.00	£0.43	£1.04	£1.19	£3.34	£0.64	£1.62	£0.05	£8.26	£9.07	£18.12	£3.98	£0.00	£3.47	£5.16	£0.00	£191.28
	Other Basildon destinations	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09
Basildon total		£81.11	£154.42	£77.15	£93.90	£48.27	£31.83	£10.37	£16.93	£0.63	£1.53	£2.05	£4.22	£3.09	£7.56	£0.78	£37.94	£31.94	£43.92	£11.74	£1.85	£6.83	£7.44	£4.20	£679.69
Castle Point	Canvey Island	£0.57	£1.07	£0.00	£0.00	£23.46	£15.09	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.19	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£40.91
	Canvey Island out-of-centre	£0.00	£0.00	£0.00	£0.00	£1.13	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£1.82	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.18
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30
	Thundersley	£0.00	£0.04	£0.00	£0.00	£0.00	£0.51	£0.10	£0.00	£0.00	£0.00	£1.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.92
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74
Castle Point total		£0.57	£1.11	£0.00	£0.00	£28.08	£16.12	£0.10	£0.00	£0.00	£0.00	£1.49	£0.00	£0.19	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£47.97
Rochford	Rayleigh	£1.01	£0.30	£0.97	£0.74	£3.33	£12.17	£33.64	£20.98	£0.45	£1.41	£0.46	£2.09	£6.40	£0.00	£0.00	£0.00	£0.44	£2.76	£0.29	£0.00	£0.00	£0.00	£0.00	£87.44
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.10	£1.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.83
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.19	£2.42	£0.07	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.88
	Rayleigh out-of-centre	£0.19	£0.37	£0.48	£0.05	£10.47	£11.17	£2.69	£5.66	£0.41	£0.46	£0.10	£0.65	£3.14	£0.02	£0.00	£0.08	£0.02	£0.38	£0.02	£0.77	£0.00	£0.27	£3.51	£40.90
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£2.86	£1.73	£4.03	£3.22	£2.13	£0.21	£1.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£9.36	£0.00	£25.95
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01	£3.02	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.35
Rochford total		£1.19	£0.67	£1.45	£0.80	£13.79	£23.68	£44.39	£33.82	£5.90	£7.00	£3.01	£2.96	£11.01	£0.02	£0.00	£0.08	£0.45	£3.13	£0.31	£0.77	£0.63	£9.62	£3.51	£168.19
Southend	Southend-on-Sea town centre	£0.92	£1.66	£0.20	£0.00	£8.16	£35.61	£28.05	£9.77	£27.91	£10.98	£114.98	£108.83	£57.42	£0.13	£0.20	£0.29	£1.25	£2.20	£2.24	£0.21	£0.00	£0.00	£0.00	£411.01
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.45	£0.21	£0.11	£0.71	£14.34	£1.92	£0.00	£0.00	£0.00	£0.03	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£18.20
	Leigh-on-Sea	£0.42	£1.64	£0.39	£0.00	£0.82	£10.62	£0.65	£0.82	£0.16	£0.11	£0.72	£5.05	£18.77	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£40.18
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.66	£0.00	£6.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.13
	Southend-on-Sea out-of-centre	£0.04	£2.04	£0.02	£0.00	£1.83	£3.54	£5.19	£4.19	£13.56	£10.46	£21.39	£36.80	£23.23	£0.64	£0.01	£0.21	£1.64	£0.05	£0.00	£0.00	£12.57	£2.75	£8.92	£149.06
	Westcliff-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33
	Other Southend-on-Sea destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.32	£0.11	£3.37	£1.07	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£5.81
Southend total		£1.38	£5.34	£0.62	£0.00	£11.10	£49.77	£34.07	£15.36	£42.82	£21.76	£147.59	£166.29	£101.61	£0.77	£0.21	£0.50	£2.91	£2.43	£2.24	£0.21	£13.07	£2.75	£8.92	£631.73
Thurrock	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.83
	Lakeside shopping centre	£6.08	£17.35	£8.65	£10.17	£17.49	£21.75	£6.23	£6.19	£1.62	£1.25	£7.46	£4.21	£12.19	£57.41	£44.44	£32.11	£8.84	£4.13	£1.57	£7.85	£65.20	£480.50	£17.14	£839.79
	Lakeside retail parks	£5.50	£12.67	£4.90	£4.29	£16.99	£14.82	£4.23	£3.64	£0.69	£1.34	£8.47	£6.00	£9.66	£83.35	£42.22	£36.21	£7.99	£5.13	£13.29	£14.96	£24.42	£378.16	£61.56	£760.48
	South Ockenden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£6.48	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.88
	Stanford-le-Hope local centre	£0.00	£0.28	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.10	£5.64	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.33
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.13	£0.00	£3.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.50
	Thurrock out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.84	£0.10	£2.77	£0.00	£0.00	£0.00	£0.00	£0.00	£1.80	£0.00	£8.52
	Thurrock neighbourhood parades	£0.00	£0.22	£0.16	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28	£0.28	£8.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£10.09
	Other Thurrock destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£1.69	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.98
Thurrock total		£11.59	£30.52	£13.87	£14.46	£34.48	£36.63	£10.45	£9.83	£2.31	£2.59	£15.94	£10.20	£21.85	£148.89	£95.99	£89.18	£16.93	£9.26	£14.85	£22.81	£89.61	£860.46	£78.69	£1,641.39
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.75
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.06	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.54	£11.80	£1.17	£0.46	£0.00	£0.00	£0.00	£14.26
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.02	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£63.71	£1.47	£0.45	£0.00	£0.00	£66.70
	Zone 20	£0.06	£2.10	£4.50	£10.02	£1.24	£2.81	£2.47	£8.49	£0.77	£0.67	£0.51	£1.45	£2.52	£1.39	£0.08	£0.01	£16.55	£25.20	£67.24	£423.41	£11.58	£19.30	£0.00	£602.35
	Zone 21	£0.00	£0.00	£0.21	£0.78	£0.00	£0.92	£0.46	£0.00	£0.00	£0.05	£0.00	£0.36	£0.00	£1.35	£1.14	£0.26	£21.97	£0.00	£0.00	£8.29	£213.87	£1.44	£0.00	£251.11
	Zone 22	£0.97	£2.15	£0.33	£0.57	£0.13	£0.91	£0.38	£0.57	£0.20	£0.00	£0.00	£4.84	£0.36	£29.03	£16.11	£5.01	£8.19	£0.02	£2.30	£2.44	£44.74	£1,034.75	£0.17	£1,154.16
	Zone 23	£0.80	£0.99	£0.60	£4.90	£1.27	£3.81	£1.33	£1.33	£0.32	£0.40	£2.42	£1.47	£2.99	£4.81	£2.00	£2.22	£4.39	£1.85	£1.44	£3.60	£20.94	£82.10	£1,236.52	£1,382.51
Other study area zones total		£1.83	£5.25	£5.64	£16.27	£2.64	£8.46	£4.63	£10.55	£1.34	£1.14	£3.02	£8.29	£5.87	£36.75	£19.34	£7.50	£52.06	£39.73	£135.87	£439.66	£291.74	£1,137.60	£1,236.68	£3,471.84
Outside study area		£1.59	£4.50	£3.05	£5.70	£1.45	£15.18	£3.54	£3.04	£3.43	£1.12	£8.28	£7.59	£3.99	£5.54	£0.88	£2.08	£6.42	£2.29	£13.86	£21.08	£165.60	£234.16	£258.98	£773.33
Total		£99.26	£201.80	£101.78	£131.12	£139.81	£181.67	£107.55	£89.52	£56.44	£35.15	£181.38	£199.55	£147.61	£199.53	£117.50	£137.27	£110.72	£100.76	£178.87	£486.37	£567.48	£2,252.03	£1,590.98	£7,414.15

Notes

Product of Tables C & 1B

Table 4B: Convenience turnover 2016

Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£16.33	£15.88	£3.34	£3.64	£0.40	£0.00	£0.00	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£1.70	£2.49	£0.40	£0.00	£0.00	£3.40	£14.22	£0.00	£62.48
	Billericay town centre	£0.17	£2.01	£0.73	£24.83	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.30	£13.13	£0.78	£0.60	£1.01	£1.31	£0.00	£0.00	£44.98
	Laindon town centre	£0.00	£3.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.77
	Pitsea town centre	£15.11	£9.72	£1.92	£1.10	£0.09	£0.80	£0.00	£0.77	£0.00	£0.00	£0.00	£0.44	£0.00	£1.45	£0.00	£5.03	£0.00	£0.34	£0.42	£0.00	£0.00	£0.00	£0.00	£37.21
	Wickford town centre	£0.35	£0.00	£8.33	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£6.53	£0.00	£0.00	£0.00	£0.00	£0.00	£16.01
	Basildon local centres	£1.04	£1.59	£2.98	£8.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.83	£0.23	£0.93	£0.00	£0.00	£0.00	£0.00	£18.41
	Basildon out-of-centre stores	£40.61	£101.17	£29.04	£28.88	£10.56	£3.31	£0.98	£1.08	£0.00	£0.00	£0.00	£0.33	£0.26	£0.43	£0.00	£7.19	£12.91	£11.41	£1.00	£1.04	£3.06	£9.46	£0.00	£262.73
	Other Basildon destinations	£0.00	£0.00	£0.07	£0.06	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19
Basildon total		£73.61	£134.05	£46.40	£67.79	£11.05	£4.11	£0.98	£2.44	£0.00	£0.00	£0.00	£0.89	£0.26	£1.88	£0.15	£14.23	£31.79	£19.69	£2.94	£2.05	£7.77	£23.68	£0.00	£445.78
Castle Point	Canvey Island town centre	£0.53	£1.47	£0.00	£0.00	£7.03	£2.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.89
	Canvey Island shopping parade	£0.18	£1.15	£0.00	£0.00	£13.35	£12.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£27.44
	Hadleigh town centre	£0.00	£0.00	£0.00	£0.00	£7.04	£27.07	£2.26	£1.12	£2.24	£0.33	£0.00	£2.37	£6.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£49.19
	South Benfleet town centre	£0.00	£0.00	£0.00	£0.00	£0.68	£0.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.92
	South Benfleet shopping parade	£0.00	£0.00	£0.00	£0.00	£1.24	£2.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.96
	Tarpots shopping parade	£1.15	£0.08	£0.00	£0.00	£10.82	£6.17	£2.91	£1.85	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£23.06
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.53	£0.37	£0.00	£0.00	£0.00	£0.00	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.40
	Castle Point out-of-centre stores	£1.07	£1.34	£0.00	£0.66	£36.56	£26.18	£4.24	£5.86	£0.00	£0.28	£0.00	£1.53	£7.64	£0.00	£0.00	£0.07	£0.81	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£86.55
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
Castle Point total		£2.93	£4.04	£0.00	£0.66	£77.24	£78.62	£9.40	£8.83	£2.24	£0.71	£0.51	£3.90	£14.40	£0.00	£0.81	£0.07	£0.81	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£205.48
Rochford	Rochford town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£3.98	£1.76	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.08
	Rayleigh town centre	£0.00	£0.00	£0.07	£0.00	£0.19	£1.10	£10.19	£3.94	£0.00	£0.24	£0.00	£0.00	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.23	£0.00	£22.64
	Hockley town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£0.76	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.45
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74
	Rochford out-of-centre stores	£0.00	£1.03	£0.68	£0.00	£2.60	£5.15	£19.82	£25.90	£5.12	£3.24	£0.32	£1.26	£0.67	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£65.96
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28
Rochford total		£0.00	£1.03	£0.75	£0.00	£2.79	£6.25	£30.80	£31.33	£9.86	£5.94	£0.32	£1.58	£1.34	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£6.23	£0.00	£98.41
Southend	Southend-on-sea town centre	£0.00	£0.00	£0.14	£0.00	£0.00	£0.60	£0.64	£0.54	£0.97	£1.53	£28.72	£24.94	£7.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£47.54	£0.00	£112.67
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	£1.12	£0.00	£0.00	£2.37	£15.83	£0.85	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£20.62
	Eastwood town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£0.85	£0.92	£0.32	£1.15	£0.67	£6.97	£6.75	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£18.69
	Leigh-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.10	£8.13	£0.00	£0.06	£0.15	£0.01	£0.45	£3.40	£18.86	£0.00	£0.12	£1.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£32.38
	Thorpe Bay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.03	£0.00	£3.01	£8.14	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.51
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.22	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.36
	Southend out-of-centre stores	£0.00	£0.58	£0.81	£0.51	£1.66	£7.61	£16.71	£6.50	£15.97	£11.79	£41.44	£59.47	£41.42	£1.10	£0.58	£0.00	£0.42	£0.00	£0.26	£0.00	£0.22	£3.83	£0.00	£210.87
	Other Southend destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.10	£0.36	£0.00	£1.28	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.00
Southend total		£0.00	£0.58	£0.95	£0.51	£1.76	£17.39	£18.94	£9.24	£17.79	£14.49	£81.15	£118.98	£75.02	£1.24	£0.69	£1.10	£0.42	£0.00	£0.26	£0.00	£0.22	£51.37	£0.00	£412.11
Thurrock	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£1.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£35.64	£9.43	£9.71	£0.05	£0.00	£0.00	£0.00	£0.00	£7.34	£0.00	£63.57
	Lakeside main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.87	£13.88	£4.10	£0.08	£0.00	£0.00	£0.00	£6.05	£152.37	£44.45	£229.81
	Aveley local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.94	£0.00	£1.00
	Corringham local centre	£0.00	£0.70	£0.00	£0.00	£0.23	£0.00	£0.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.68	£0.00	£18.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£21.79
	Purfleet local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£17.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.18	£0.00	£23.52
	Stanford-le-Hope local centre	£0.00	£0.00	£0.54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.32	£0.00	£4.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.28
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£2.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.27
	Chadwell St Mary larger neighbourhood pa	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Chafford Hundred larger neighbourhood p	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.08	£13.23	£3.23	£0.34	£0.00	£0.00	£0.00	£0.00	£8.50	£0.00	£34.92
	East Tilbury larger neighbourhood parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80
	Little Thurrock larger neighbourbood parac	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£2.10	£1.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.51	£0.00	£7.28
	Stifford Clays larger neighbourhood parad	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.27	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.34	£0.00	£8.77
	Thurrock smaller neighbourhood parades	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.91	£0.00	£0.00	£0.00	£0.00	£0.00	£2.43	£0.00	£3.54
	Thurrock out-of-centre stores	£0.29	£0.70	£0.00	£1.13	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£1.16	£0.43	£34.17	£13.02	£13.79	£0.57	£0.00	£0.00	£0.82	£0.00	£10.80	£0.00	£77.02
	Other Thurrock destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.22	£0.04	£0.73	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.99
Thurrock total		£0.29	£1.40	£0.54	£1.13	£0.77	£1.39	£0.69	£0.14	£0.21	£0.00	£0.00	£1.16	£0.43	£97.53	£68.76	£58.34	£1.04	£0.00	£0.00	£0.82	£6.05	£198.41	£44.45	£483.55
Other study area zones	Zone 14 destinations outside Thurrock	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.84	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24	£0.00	£9.17
	Zone 17	£0.00	£0.00	£0.06	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.15	£0.00	£0.00	£1.87	£0.35	£0.00	£0.00	£5.49
	Zone 18	£0.12	£2.06	£11.70	£3.55	£0.00	£0.16	£3.72	£2.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29	£1.34	£35.99	£16.62	£22.92	£0.00	£0.00	£0.00	£100.48
	Zone 19	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£2.11	£0.00	£0.00	£0.17	£1.15	£78.33	£23.19	£0.00	£4.78	£44.45	£154.68
	Zone 20	£0.00	£0.00	£0.00	£2.01	£0.00	£5.86	£0.62	£0.45	£0.00	£0.00	£0.00	£0.00	£0.85	£0.52	£0.00	£1.83	£5.80	£2.99	£11.21	£234.40	£4.18	£0.00	£18.34	£289.06
	Zone 21	£0.00	£0.17	£0.00	£0.34	£0.00	£0.00	£0.00	£0.03	£0.11	£0.00	£0.00	£0.22	£0.00	£2.30	£0.00	£1.65	£15.66	£0.44	£0.00	£7.05	£271.26	£0.00	£8.09	£307.32
	Zone 22	£0.29	£1.03	£0.83	£0.51	£0.00	£0.92	£0.31	£0.21	£0.00	£0.00	£0.58	£0.00	£0.61	£15.74	£7.57	£5.83	£4.14	£0.29	£0.00	£5.59	£25.77	£1,097.42	£28.88	£1,196.51
	Zone 23	£1.31	£0.00	£1.08	£0.00	£0.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.14	£0.68	£0.54	£0.00	£0.00	£0.06	£0.00	£0.00	£34.14	£752.47	£791.90
Other study area zones total		£1.72	£3.35	£13.82	£6.46	£0.48	£6.94	£4.65	£3.03	£0.11	£0.00	£0.58	£0.22	£1.46	£29.65	£8.25	£10.14	£30.27	£40.86	£106.22	£295.03	£301.56	£1,137.58	£852.23	£2,854.62
Outside study area	Outside study area	£0.00	£1.07	£0.47	£0.06	£0.00	£1.01	£0.00	£0.41	£7.70	£0.90	£39.70	£7.89	£0.31	£2.27	£0.23	£10.33	£0.09	£0.35	£4.48	£3.85	£23.26	£113.27	£117.48	£335.14
Total		£78.55	£145.52	£62.94	£76.62	£94.09	£115.72	£65.45	£55.41	£37.91	£22.05	£122.27	£134.63	£93.23	£132.57	£78.90	£94.20	£64.43	£61.37	£113.91	£301.75	£338.87	£1,530.54	£1,014.16	£4,835.08

Table 5B: Local authority summary (2016)

South Essex	Comparison £M	%	Convenience £M	%	Total £M
Turnover derived from South Essex zones	£1,917.48	61%	£1,246.83	76%	£3,164.31
Turnover derived from elsewhere in study area	£1,251.50	39%	£398.50	24%	£1,649.99
Leakage from South Essex zones	£209.44	10%	£163.22	12%	£372.67
Basildon					
Turnover derived from Basildon zones	£406.58	60%	£321.85	72%	£728.43
Turnover derived from elsewhere in study area	£273.12	40%	£123.92	28%	£397.04
Leakage from Basildon zones	£127.39	24%	£41.77	11%	£169.16
Castle Point					
Turnover derived from Castle Point zones	£44.20	92%	£155.86	76%	£200.06
Turnover derived from elsewhere in study area	£3.77	8%	£49.62	24%	£53.39
Leakage from Castle Point zones	£277.28	86%	£53.94	26%	£331.22
Rochford					
Turnover derived from Rochford zones	£91.11	54%	£77.94	79%	£169.04
Turnover derived from elsewhere in study area	£77.09	46%	£20.47	21%	£97.56
Leakage from Rochford zones	£197.54	68%	£102.88	57%	£300.42
Southend					
Turnover derived from Southend zones	£415.49	66%	£275.16	67%	£690.65
Turnover derived from elsewhere in study area	£216.24	34%	£136.95	33%	£353.19
Leakage from Southend zones	£113.05	21%	£74.97	21%	£188.02
Thurrock					
Turnover derived from Thurrock zones	£334.05	20%	£224.63	46%	£558.68
Turnover derived from elsewhere in study area	£1,307.34	80%	£258.92	54%	£1,566.26
Leakage from Thurrock zones	£120.25	26%	£81.04	27%	£201.29

Notes

Derived from Tables 3B and 4B

Table 6B: Comparison goods need

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£2,127	£2,378	£2,861	£3,489	£3,948	£4,490
B Market share of study area (%)	90%	90%	90%	90%	90%	90%
C Retained expenditure (£M)	£1,917	£2,144	£2,580	£3,146	£3,559	£4,048
D Inflow expenditure (£M)	£1,251	£1,430	£1,755	£2,141	£2,426	£2,715
E Total available expenditure (£M)	£3,169	£3,574	£4,335	£5,287	£5,984	£6,763
Claims on expenditure						
F Turnover of existing floorspace (£M)	£3,169	£3,482	£3,825	£4,203	£4,447	£4,705
G Turnover of commitments (£M)	£269	£296	£327	£360	£382	£405
Quantitative need						
H Expenditure capacity (£M)	-£269	-£204	£183	£724	£1,155	£1,652
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	30,997	25,278	90,953	137,234	185,485
K Gross quantitative need (sqm)	-	44,281	36,112	129,933	196,049	264,978

Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£533.96	£594.55	£717.01	£876.26	£993.21	£1,129.91
B Market share of study area (%)	76%	76%	76%	76%	76%	76%
C Retained expenditure (£M)	£406.58	£452.71	£545.95	£667.22	£756.27	£860.35
D Inflow expenditure (£M)	£273.12	£310.58	£379.53	£462.79	£524.07	£588.68
E Total available expenditure (£M)	£679.69	£763.29	£925.48	£1,130.01	£1,280.33	£1,449.03
Claims on expenditure						
F Turnover of existing floorspace (£M)	£679.69	£747	£820	£901	£954	£1,009
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£16.53	£105.02	£228.59	£326.55	£439.84
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,507	14,501	28,727	38,785	49,373
K Gross quantitative need (sqm)		3,582	20,716	41,038	55,407	70,533

Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£321.48	£350.03	£410.81	£490.48	£546.73	£613.47
B Market share of study area (%)	14%	14%	14%	14%	14%	14%
C Retained expenditure (£M)	£44.20	£48.12	£56.48	£67.43	£75.16	£84.34
D Inflow expenditure (£M)	£3.77	£4.29	£5.25	£6.40	£7.26	£8.16
E Total available expenditure (£M)	£47.97	£52.41	£61.73	£73.84	£82.42	£92.50
Claims on expenditure						
F Turnover of existing floorspace (£M)	£47.97	£53	£58	£64	£67	£71
G Turnover of commitments (£M)	£26	£28	£30	£32	£34	£35
Quantitative need						
H Expenditure capacity (£M)	-£25.81	-£28.10	-£26.14	-£22.05	-£18.64	-£14.01
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	4,263	- 3,609	- 2,772	- 2,214	- 1,573
K Gross quantitative need (sqm)	-	6,089	- 5,155	- 3,959	- 3,162	- 2,247

Table 6B: Comparison goods need

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£288.65	£324.94	£382.96	£462.73	£520.34	£587.70
B Market share of study area (%)	32%	32%	32%	32%	32%	32%
C Retained expenditure (£M)	£91.11	£102.56	£120.88	£146.06	£164.24	£185.50
D Inflow expenditure (£M)	£77.09	£87.56	£107.04	£130.60	£147.94	£166.30
E Total available expenditure (£M)	£168.19	£190.12	£227.92	£276.65	£312.18	£351.80
Claims on expenditure						
F Turnover of existing floorspace (£M)	£168.19	£185	£203	£223	£236	£250
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£5.33	£24.90	£53.59	£76.16	£102.07
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		809	3,438	6,735	9,045	11,457
K Gross quantitative need (sqm)		1,155	4,911	9,621	12,922	16,368

Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£528.54	£593.46	£722.61	£876.48	£988.38	£1,118.93
B Market share of study area (%)	79%	79%	79%	79%	79%	79%
C Retained expenditure (£M)	£415.49	£466.52	£568.05	£689.02	£776.98	£879.61
D Inflow expenditure (£M)	£216.24	£245.74	£300.07	£366.11	£414.75	£466.06
E Total available expenditure (£M)	£631.73	£712.27	£868.12	£1,055.13	£1,191.73	£1,345.66
Claims on expenditure						
F Turnover of existing floorspace (£M)	£631.73	£694	£763	£838	£886	£938
G Turnover of commitments (£M)	£2.45	£2.63	£2.84	£3.06	£3.20	£3.34
Quantitative need						
H Expenditure capacity (£M)	-£2.45	£16	£103	£214	£302	£404
I Assumed sales density (£ per sqm net)	£6,000	£6,464	£6,963	£7,501	£7,844	£8,202
J Net quantitative need (sqm)		2,408	14,753	28,563	38,508	49,297
K Gross quantitative need (sqm)		3,440	21,076	40,805	55,011	70,425

Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£454.30	£515.13	£628.07	£783.53	£898.93	£1,040.18
B Market share of study area (%)	74%	74%	74%	74%	74%	74%
C Retained expenditure (£M)	£334.05	£378.78	£461.83	£576.15	£660.99	£764.86
D Inflow expenditure (£M)	£1,307.34	£1,484.58	£1,812.60	£2,207.30	£2,497.55	£2,802.44
E Total available expenditure (£M)	£1,641.39	£1,863.36	£2,274.43	£2,783.44	£3,158.54	£3,567.30
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,641.39	£1,803	£1,981	£2,177	£2,303	£2,437
G Turnover of commitments (£M)	£240.49	£259.08	£279.10	£300.67	£314.41	£328.77
Quantitative need						
H Expenditure capacity (£M)	-£240.49	-£199.08	£14.01	£305.94	£540.85	£801.46
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	30,200	1,935	38,448	64,238	89,965
K Gross quantitative need (sqm)	-	43,143	2,764	54,925	91,769	128,521

Table 7B: Convenience goods need

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£1,410	£1,433	£1,465	£1,534	£1,579	£1,634
B Market share of study area (%)	88%	88%	88%	88%	88%	88%
C Retained expenditure (£M)	£1,247	£1,267	£1,295	£1,356	£1,396	£1,445
D Inflow expenditure (£M)	£398	£414	£432	£452	£467	£475
E Total available expenditure (£M)	£1,645	£1,682	£1,727	£1,809	£1,863	£1,920
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,645	£1,645	£1,645	£1,645	£1,645	£1,645
G Turnover of commitments (£M)	£127.04	£127.04	£127.04	£127.04	£127.04	£127.04
Quantitative need						
H Expenditure capacity (£M)	-£127.04	-£90.72	-£45.11	£36.35	£90.43	£148.10
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		-7,560	-3,759	3,029	7,536	12,342
K Gross quantitative need (sqm)		-10,800	-5,371	4,328	10,766	17,631

Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£363.63	£368.10	£376.93	£395.45	£407.84	£422.17
B Market share of study area (%)	89%	89%	89%	89%	89%	89%
C Retained expenditure (£M)	£321.85	£325.81	£333.62	£350.02	£360.98	£373.67
D Inflow expenditure (£M)	£123.92	£128.18	£133.05	£139.33	£143.59	£146.79
E Total available expenditure (£M)	£445.78	£454.00	£466.68	£489.34	£504.58	£520.45
Claims on expenditure						
F Turnover of existing floorspace (£M)	£445.78	£445.78	£445.78	£445.78	£445.78	£445.78
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£8.22	£20.90	£43.57	£58.80	£74.68
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		685	1,742	3,631	4,900	6,223
K Gross quantitative need (sqm)		979	2,488	5,187	7,000	8,890

Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£209.81	£207.69	£206.96	£212.13	£215.15	£219.66
B Market share of study area (%)	74%	74%	74%	74%	74%	74%
C Retained expenditure (£M)	£155.86	£154.29	£153.75	£157.59	£159.83	£163.19
D Inflow expenditure (£M)	£49.62	£51.34	£53.32	£55.90	£57.65	£58.99
E Total available expenditure (£M)	£205.48	£205.63	£207.08	£213.48	£217.48	£222.18
Claims on expenditure						
F Turnover of existing floorspace (£M)	£205.48	£205.48	£205.48	£205.48	£205.48	£205.48
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£0.14	£1.59	£8.00	£12.00	£16.70
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		12	133	667	1,000	1,391
K Gross quantitative need (sqm)		17	190	953	1,428	1,988

Table 7B: Convenience goods need

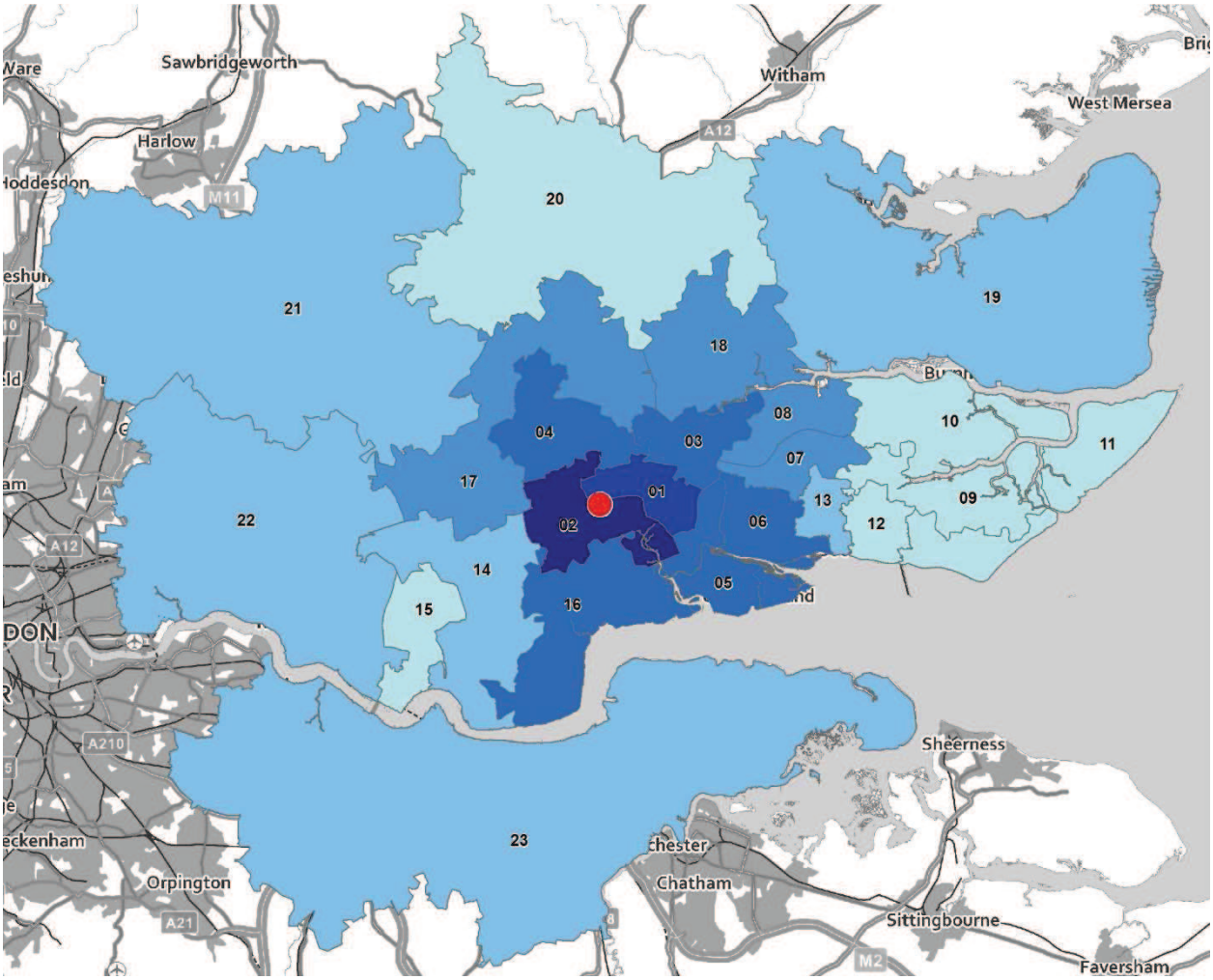
Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£180.82	£185.06	£185.19	£192.09	£196.54	201.988
B Market share of study area (%)	43%	43%	43%	43%	43%	43%
C Retained expenditure (£M)	£77.94	£79.76	£79.82	£82.80	£84.71	£87.06
D Inflow expenditure (£M)	£20.47	£21.15	£21.96	£23.01	£23.72	£24.27
E Total available expenditure (£M)	£98.41	£100.91	£101.78	£105.80	£108.43	£111.33
Claims on expenditure						
F Turnover of existing floorspace (£M)	£98.41	£98.41	£98.41	£98.41	£98.41	£98.41
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0.00	£2.51	£3.37	£7.39	£10.03	£12.92
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		209	281	616	835	1,077
K Gross quantitative need (sqm)		298	402	880	1,193	1,538

Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£350.13	£357.42	£369.53	£384.77	£394.80	£406.68
B Market share of study area (%)	79%	79%	79%	79%	79%	79%
C Retained expenditure (£M)	£275.16	£280.89	£290.40	£302.39	£310.26	£319.60
D Inflow expenditure (£M)	£136.95	£141.56	£146.82	£153.83	£158.61	£162.20
E Total available expenditure (£M)	£412.11	£422.45	£437.22	£456.22	£468.87	£481.80
Claims on expenditure						
F Turnover of existing floorspace (£M)	£412.11	£412.11	£412.11	£412.11	£412.11	£412.11
G Turnover of commitments (£M)	£7.49	£7.49	£7.49	£7.49	£7.49	£7.49
Quantitative need						
H Expenditure capacity (£M)	-£7.49	£2.85	£17.62	£36.62	£49.27	£62.20
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		237	1,469	3,052	4,106	5,184
K Gross quantitative need (sqm)		339	2,098	4,360	5,866	7,405

Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£305.67	£315.11	£326.22	£349.37	£364.70	£383.99
B Market share of study area (%)	73%	73%	73%	73%	73%	73%
C Retained expenditure (£M)	£224.63	£231.57	£239.73	£256.74	£268.01	£282.18
D Inflow expenditure (£M)	£258.92	£267.42	£277.33	£290.01	£298.65	£304.95
E Total available expenditure (£M)	£483.55	£498.99	£517.06	£546.75	£566.65	£587.13
Claims on expenditure						
F Turnover of existing floorspace (£M)	£483.55	£483.55	£483.55	£483.55	£483.55	£483.55
G Turnover of commitments (£M)	£102.01	£102.01	£102.01	£102.01	£102.01	£102.01
Quantitative need						
H Expenditure capacity (£M)	-£102.01	-£86.57	-£68.50	-£38.81	-£18.91	£1.57
I Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000	£12,000	£12,000
J Net quantitative need (sqm)		-7,215	-5,708	-3,235	-1,576	131
K Gross quantitative need (sqm)		-10,306	-8,155	-4,621	-2,251	187

APPENDIX D CATCHMENT AREA PLANS

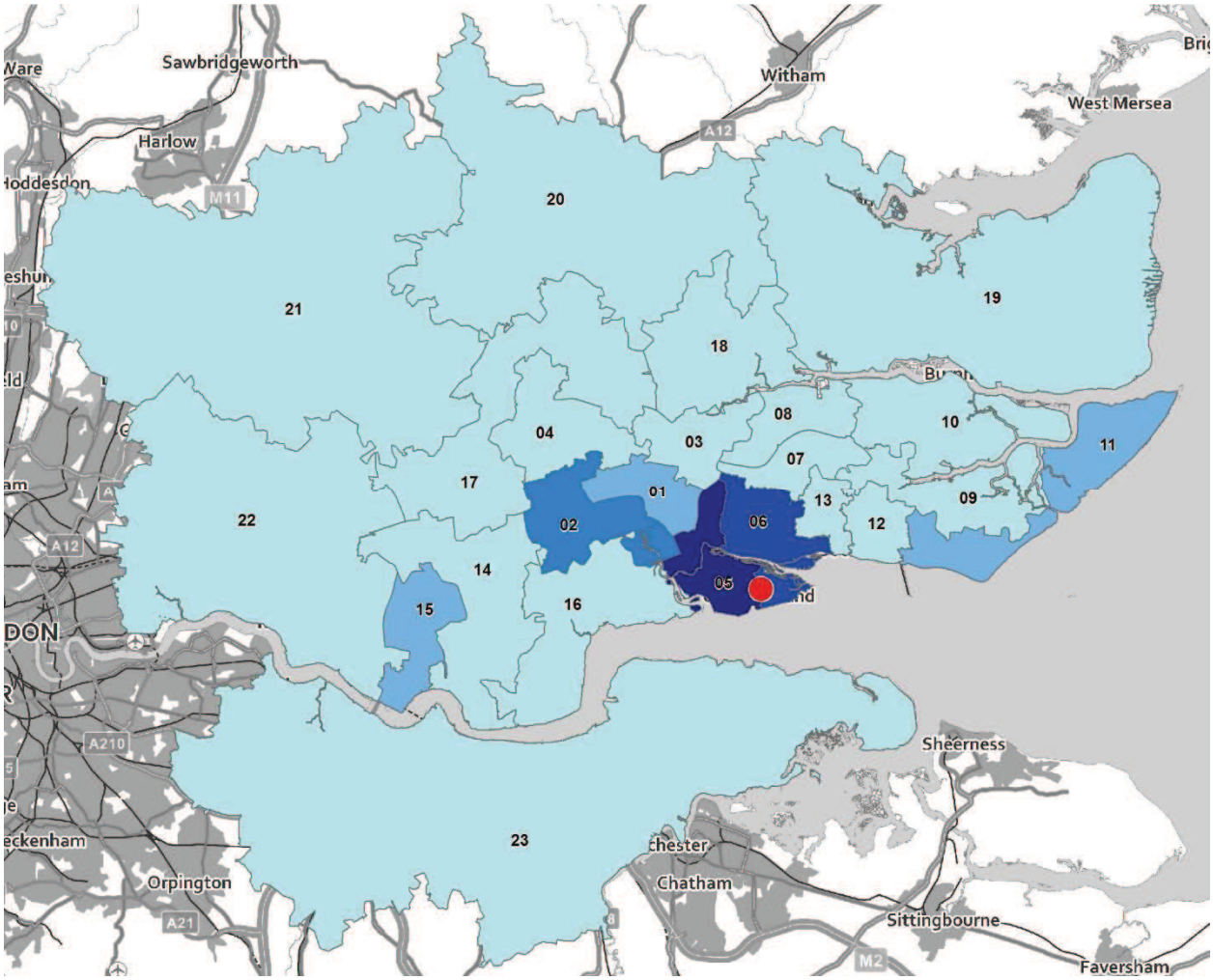
Comparison expenditure in Basildon town centre



Expenditure from Basildon borough residents	59%										
	Castle Point	Rochford	Southend	Thurrock	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Inflow as a proportion of centre turnover	16%	5%	1%	9%	3%	3%	1%	0%	1%	1%	1%

Source: Volume 3 (NEMS survey results)

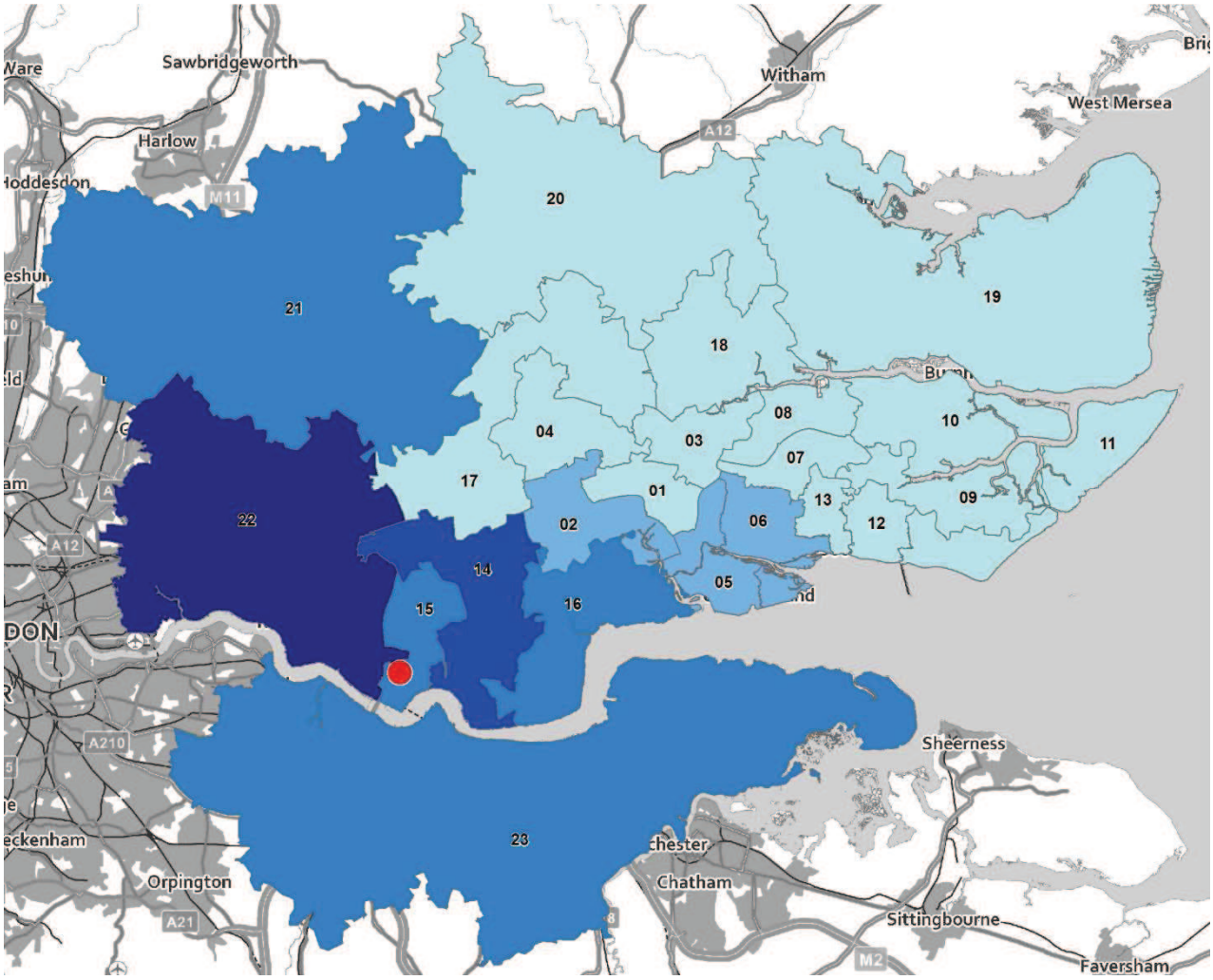
Comparison expenditure in Canvey Island



Expenditure from Castle Point residents	93%										
	Basildon	Rochford	Southend	Thurrock	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Inflow as a proportion of centre turnover	4%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%

Source: Volume 3 (NEMS survey results)

Comparison expenditure in Lakeside shopping centre and retail parks

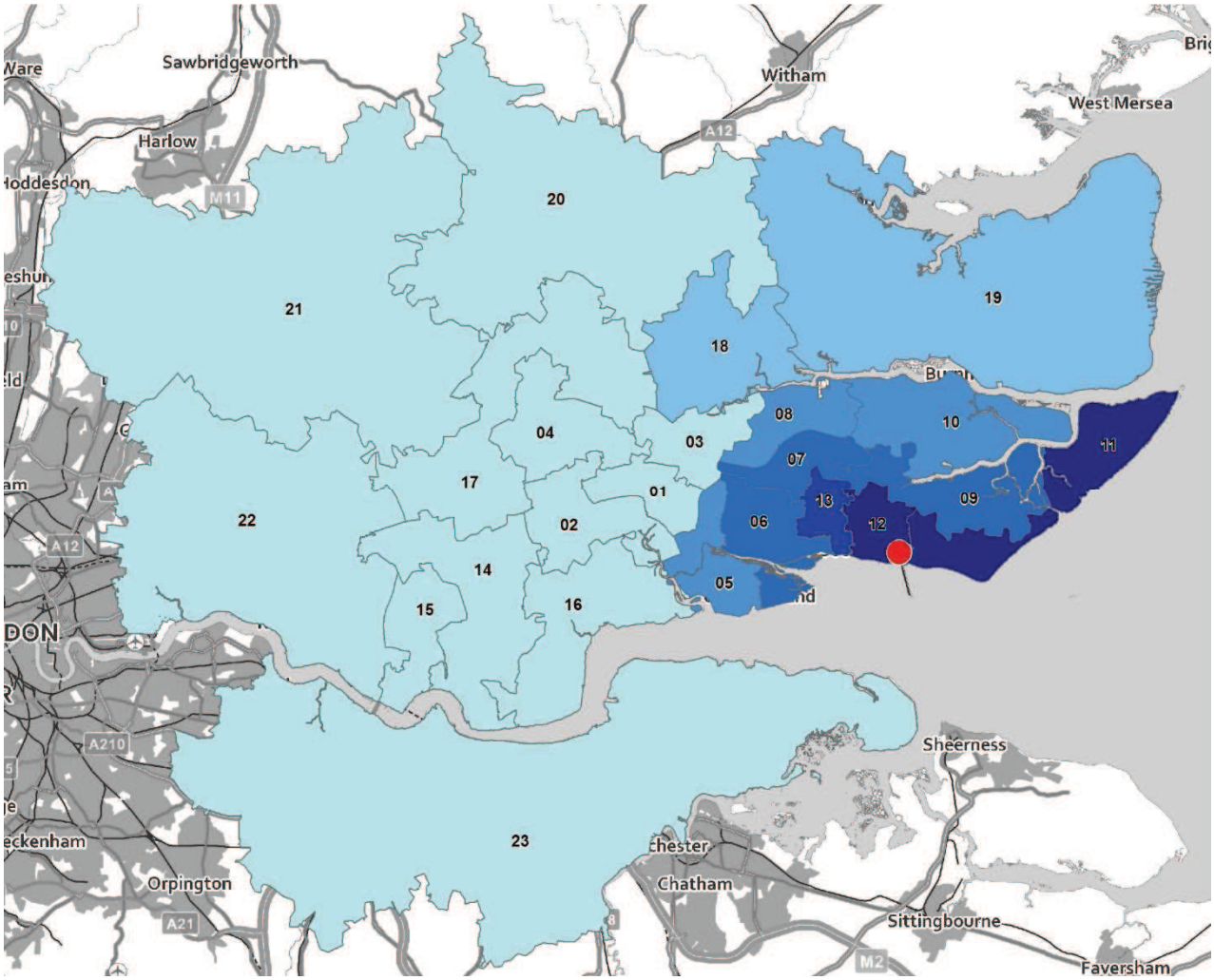


Expenditure from Thurrock residents 18%

	Basildon	Castle Point	Rochford	Southend	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Inflow as a proportion of centre turnover	4%	4%	1%	3%	1%	1%	1%	1%	5%	51%	5%

Source: Volume 3 (NEMS survey results)

Comparison expenditure in Southend town centre



Expenditure from Southend borough residents **66%**

	Basildon	Castle Point	Rochford	Thurrock	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
Inflow as a proportion of centre turnover	1%	10%	18%	0%	0%	1%	1%	0%	0%	0%	0%

Source: Volume 3 (NEMS survey results)

APPENDIX E QUANTITATIVE METHOD

The method for forecasting convenience (food) and comparison (non-food) retail needs follows a widely-adopted step-by-step methodology. The key steps of this comply with the PPG and are set out below, and should be read alongside the analysis in the main report.

The technical inputs into each stage of the methodology which have been used for the purposes of this study are explained in the proceeding appendix.

Step	Summary of method
1	Estimate the population growth over the course of the study period for each of the study area zones, using population projections agreed with the Council at the inception of the study. Define appropriate 'forecast years' at which to assess quantitative need.
2	Establish the base year per capita (per head) spending on convenience (food) and comparison (non-food) goods, using published data sources. Apply appropriate growth rates to establish the expenditure per head in the forecast years.
3	Calculate the 'pot' of expenditure within the study area at each of the forecast years by combining the population figures (calculated at Step 1) with the expenditure figures (calculated at Step 2), and making an allowance for Special Forms of Trading (SFT) such as internet / mobile shopping, catalogue shopping, and so on. SFT is increased in the forecast years to reflect the latest economic forecasts.
4	Calculate the study area spending by applying the market share data from the household telephone survey to the overall 'pot' of expenditure (calculated at Step 3)
5	Allow for any 'inflow' of expenditure from beyond the study area, if appropriate.
6	Calculate the sales densities of existing retail floorspace, to assess turnover performance in the base year, and if appropriate make allowance for over or under-trading of this floorspace (i.e. the difference between the household survey-derived turnovers and the 'benchmark' turnovers)
7	Project the spending forecasts forward to the forecast years.
8	Make allowances for sales density growth (i.e. money ring-fenced to allow for the growth in productivity / turnover of existing retailers), and/or any commitments to new retail floorspace (i.e. extant planning permissions, or schemes under construction)
9	Draw together steps 1 to 8 to assess whether there is any excess expenditure growth in the forecast years which can be translated into a quantitative need for new retail floorspace, by applying a typical sales density for new floorspace figure to the excess expenditure figure.
10	Assess alternative policy scenarios, and / or the sensitivity testing of key assumptions.

APPENDIX F LEISURE CAPACITY

Table L1A: Leisure expenditure per capita

Restaurants, cafes

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£370.00	£432.00	£580.00	£706.00	£491.00	£575.00	£624.00	£582.00	£479.00	£614.00	£491.00	£467.00	£586.00	£483.00	£439.00	£483.00	£756.00	£619.00	£580.00	£603.00	£667.00	£477.00	£558.00
2016	£377.03	£440.21	£591.02	£719.41	£500.33	£585.93	£635.86	£593.06	£488.10	£625.67	£500.33	£475.87	£597.13	£492.18	£447.34	£492.18	£770.36	£630.76	£591.02	£614.46	£679.67	£486.06	£568.60
2021	£394.67	£460.81	£618.68	£753.08	£523.74	£613.34	£665.61	£620.81	£510.94	£654.94	£523.74	£498.14	£625.08	£515.21	£468.27	£515.21	£806.41	£660.28	£618.68	£643.21	£711.48	£508.81	£595.21
2026	£423.50	£494.47	£663.87	£808.09	£562.00	£658.14	£714.23	£666.16	£548.26	£702.78	£562.00	£534.53	£670.73	£552.84	£502.48	£552.84	£865.32	£708.51	£663.87	£690.19	£763.45	£545.97	£638.69
2031	£456.23	£532.68	£715.17	£870.54	£605.43	£709.01	£769.43	£717.64	£590.63	£757.10	£605.43	£575.84	£722.57	£595.57	£541.31	£595.57	£932.19	£763.26	£715.17	£743.53	£822.45	£588.17	£688.05
2034	£477.07	£557.01	£747.84	£910.30	£633.09	£741.39	£804.57	£750.42	£617.61	£791.68	£633.09	£602.14	£755.58	£622.77	£566.04	£622.77	£974.77	£798.13	£747.84	£777.50	£860.02	£615.04	£719.48
2037	£498.86	£582.46	£782.00	£951.89	£662.01	£775.26	£841.33	£784.70	£645.83	£827.84	£662.01	£629.65	£790.09	£651.22	£591.89	£651.22	£1,019.30	£834.58	£782.00	£813.01	£899.30	£643.13	£752.34

Pubs / bars / nightclubs / music venues

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£188.00	£204.00	£260.00	£288.00	£235.00	£259.00	£270.00	£266.00	£225.00	£279.00	£221.00	£220.00	£262.00	£229.00	£206.00	£232.00	£308.00	£278.00	£261.00	£264.00	£279.00	£215.00	£267.00
2016	£191.57	£207.88	£264.94	£293.47	£239.47	£263.92	£275.13	£271.05	£229.28	£284.30	£225.20	£224.18	£266.98	£233.35	£209.91	£236.41	£313.85	£283.28	£265.96	£269.02	£284.30	£219.09	£272.07
2021	£200.54	£217.60	£277.34	£307.21	£250.67	£276.27	£288.01	£283.74	£240.00	£297.61	£235.74	£234.67	£279.47	£244.27	£219.74	£247.47	£328.54	£296.54	£278.40	£281.60	£297.61	£229.34	£284.80
2026	£215.18	£233.50	£297.60	£329.64	£268.98	£296.45	£309.04	£304.46	£257.53	£319.34	£252.96	£251.81	£299.88	£262.11	£235.79	£265.55	£352.54	£318.20	£298.74	£302.17	£319.34	£246.09	£305.61
2031	£231.81	£251.54	£320.60	£355.12	£289.77	£319.36	£332.93	£327.99	£277.44	£344.02	£272.51	£271.27	£323.06	£282.37	£254.01	£286.07	£379.78	£342.79	£321.83	£325.53	£344.02	£265.11	£329.23
2034	£242.40	£263.03	£335.24	£371.34	£303.00	£333.95	£348.13	£342.98	£290.11	£359.74	£284.95	£283.66	£337.82	£295.27	£265.61	£299.14	£397.13	£358.45	£336.53	£340.40	£359.74	£277.22	£344.27
2037	£253.48	£275.05	£350.55	£388.30	£316.85	£349.20	£364.04	£358.64	£303.36	£376.17	£297.97	£296.62	£353.25	£308.76	£277.75	£312.80	£415.27	£374.82	£351.90	£355.95	£376.17	£289.88	£359.99

Cinemas and theatres

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£30.63	£36.27	£51.40	£67.54	£43.92	£52.55	£58.12	£53.97	£43.34	£57.99	£44.63	£42.35	£52.55	£41.79	£37.60	£41.47	£73.14	£58.43	£52.03	£56.81	£62.73	£43.10	£66.03
2016	£31.21	£36.96	£52.38	£68.82	£44.75	£53.55	£59.22	£55.00	£44.16	£59.09	£45.48	£43.15	£53.55	£42.58	£38.31	£42.26	£74.53	£59.54	£53.02	£57.89	£63.92	£43.92	£67.28
2021	£32.67	£38.69	£54.83	£72.04	£46.85	£56.05	£62.00	£57.57	£46.23	£61.86	£47.61	£45.17	£56.05	£44.58	£40.11	£44.24	£78.02	£62.33	£55.50	£60.60	£66.91	£45.97	£70.43
2026	£35.06	£41.51	£58.83	£77.31	£50.27	£60.15	£66.52	£61.77	£49.61	£66.38	£51.08	£48.47	£60.15	£47.83	£43.04	£47.47	£83.72	£66.88	£59.55	£65.02	£71.80	£49.33	£75.58
2031	£37.77	£44.72	£63.38	£83.28	£54.16	£64.80	£71.67	£66.55	£53.44	£71.51	£55.03	£52.22	£64.80	£51.53	£46.36	£51.13	£90.19	£72.05	£64.16	£70.05	£77.35	£53.14	£81.42
2034	£39.49	£46.77	£66.27	£87.08	£56.63	£67.76	£74.94	£69.59	£55.88	£74.77	£57.55	£54.61	£67.76	£53.88	£48.48	£53.47	£94.31	£75.34	£67.09	£73.25	£80.88	£55.57	£85.14
2037	£41.30	£48.90	£69.30	£91.06	£59.22	£70.85	£78.36	£72.77	£58.43	£78.19	£60.17	£57.10	£70.85	£56.34	£50.70	£55.91	£98.61	£78.78	£70.15	£76.60	£84.58	£58.11	£89.03

Games of chance

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£166.00	£157.00	£165.00	£148.00	£170.00	£166.00	£157.00	£159.00	£157.00	£159.00	£146.00	£145.00	£167.00	£147.00	£139.00	£172.00	£148.00	£154.00	£160.00	£148.00	£148.00	£121.00	£148.00
2016	£169.15	£159.98	£168.14	£150.81	£173.23	£169.15	£159.98	£162.02	£159.98	£162.02	£148.77	£147.76	£170.17	£149.79	£141.64	£175.27	£150.81	£156.93	£163.04	£150.81	£150.81	£123.30	£150.81
2021	£177.07	£167.47	£176.00	£157.87	£181.34	£177.07	£167.47	£169.60	£167.47	£169.60	£155.74	£154.67	£178.14	£156.80	£148.27	£183.47	£157.87	£164.27	£170.67	£157.87	£157.87	£129.07	£157.87
2026	£190.00	£179.70	£188.86	£169.40	£194.58	£190.00	£179.70	£181.99	£179.70	£181.99	£167.11	£165.97	£191.15	£168.26	£159.10	£196.87	£169.40	£176.27	£183.14	£169.40	£169.40	£138.50	£169.40
2031	£204.69	£193.59	£203.45	£182.49	£209.62	£204.69	£193.59	£196.06	£193.59	£196.06	£180.03	£178.79	£205.92	£181.26	£171.40	£212.09	£182.49	£189.89	£197.29	£182.49	£182.49	£149.20	£182.49
2034	£214.04	£202.43	£212.75	£190.83	£219.19	£214.04	£202.43	£205.01	£202.43	£205.01	£188.25	£186.96	£215.33	£189.54	£179.22	£221.77	£190.83	£198.56	£206.30	£190.83	£190.83	£156.02	£190.83
2037	£223.81	£211.68	£222.47	£199.55	£229.21	£223.81	£211.68	£214.38	£211.68	£214.38	£196.85	£195.50	£225.16	£198.20	£187.41	£231.90	£199.55	£207.63	£215.72	£199.55	£199.55	£163.14	£199.55

Recreational and sporting services

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£77.00	£93.00	£130.00	£171.00	£103.00	£129.00	£150.00	£135.00	£104.00	£152.00	£109.00	£101.00	£128.00	£118.00	£94.00	£103.00	£186.00	£155.00	£137.00	£138.00	£159.00	£140.00	£153.00
2016	£78.46	£94.77	£132.47	£174.25	£104.96	£131.45	£152.85	£137.57	£105.98	£154.89	£111.07	£102.92	£130.43	£120.24	£95.79	£104.96	£189.53	£157.95	£139.60	£140.62	£162.02	£142.66	£155.91
2021	£82.13	£99.20	£138.67	£182.40	£109.87	£137.60	£160.00	£144.00	£110.94	£162.14	£116.27	£107.74	£136.54	£125.87	£100.27	£109.87	£198.40	£165.34	£146.14	£147.20	£169.60	£149.34	£163.20
2026	£88.13	£106.45	£148.80	£195.73	£117.89	£147.65	£171.69	£154.52	£119.04	£173.98	£124.76	£115.60	£146.51	£135.06	£107.59	£117.89	£212.90	£177.41	£156.81	£157.95	£181.99	£160.24	£175.12
2031	£94.95	£114.67	£160.30	£210.85	£127.00	£159.06	£184.96	£166.46	£128.24	£187.42	£134.40	£124.54	£157.83	£145.50	£115.91	£127.00	£229.35	£191.12	£168.93	£170.16	£196.06	£172.63	£188.66
2034	£99.28	£119.91	£167.62	£220.48	£132.81	£166.33	£193.41	£174.07	£134.10	£195.99	£140.54	£130.23	£165.04	£152.15	£121.20	£132.81	£239.83	£199.85	£176.65	£177.93	£205.01	£180.51	£197.28
2037	£103.82	£125.39	£175.28	£230.56	£138.87	£173.93	£202.24	£182.02	£140.22	£204.94	£146.96	£136.18	£172.58	£159.10	£126.74	£138.87	£250.78	£208.98	£184.71	£186.06	£214.38	£188.76	£206.29

Notes

Prices 2015

Per capita expenditure by zone derived from Experian Retail Planner 2016 (MMG GIS)

Restaurants & café = MMG3 Restaurant and café meals

Pubs/bars/nightclubs/music venues = MMG3 Alcoholic drinks (away from home) + Admissions to clubs, dances, discos, bingo

Cinemas & theatres = MMG3 Cinemas + Live entertainment (theatre, concerts, shows)

Games of chance = MMG3 Games of chance

Recreational and sporting services = MMG3 Recreational and sporting services + Subscriptions for leisure activities and other subscriptions

Table L2A: Leisure expenditure (£M)

Restaurants, cafes

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£14.67	£31.08	£16.50	£23.26	£22.30	£30.34	£18.59	£14.95	£8.89	£6.06	£29.33	£31.69	£24.81	£31.78	£18.60	£21.58	£20.28	£16.92	£29.35	£84.17	£100.32	£375.47	£262.91	£1,234
2016	£15.05	£31.89	£16.94	£23.82	£22.82	£31.05	£19.01	£15.31	£9.11	£6.21	£30.11	£32.55	£25.44	£32.68	£19.19	£22.19	£20.80	£17.36	£30.05	£86.33	£103.13	£388.70	£270.49	£1,270
2021	£16.28	£34.63	£18.30	£25.64	£24.54	£33.26	£20.34	£16.54	£9.78	£6.66	£32.72	£35.45	£27.59	£35.90	£21.31	£24.33	£22.53	£18.80	£32.29	£93.55	£113.10	£437.89	£296.81	£1,398
2026	£18.00	£38.46	£20.28	£28.27	£27.07	£36.65	£22.34	£18.33	£10.82	£7.34	£36.48	£39.49	£30.53	£40.19	£24.18	£27.21	£25.06	£20.79	£35.62	£103.61	£127.15	£500.87	£332.50	£1,571
2031	£19.90	£42.79	£22.54	£31.22	£30.04	£40.37	£24.62	£20.35	£11.96	£8.16	£40.75	£43.96	£33.84	£45.03	£27.35	£30.38	£27.90	£23.03	£39.43	£114.90	£143.09	£570.23	£372.22	£1,764
2034	£21.18	£45.95	£24.10	£33.22	£32.11	£42.93	£26.15	£21.67	£12.78	£8.73	£43.86	£47.27	£36.05	£48.62	£29.80	£32.65	£29.83	£24.67	£42.03	£122.81	£154.69	£624.24	£401.21	£1,907
2037	£22.45	£48.41	£25.38	£35.00	£33.83	£45.22	£27.55	£22.83	£13.46	£9.20	£46.21	£49.80	£37.98	£51.22	£31.39	£34.39	£31.43	£25.99	£44.28	£129.38	£162.96	£657.62	£422.66	£2,009

Pubs / bars / nightclubs / music venues

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£7.46	£14.68	£7.39	£9.49	£10.67	£13.67	£8.04	£6.83	£4.18	£2.76	£13.20	£14.93	£11.09	£15.07	£8.73	£10.37	£8.26	£7.60	£13.21	£36.85	£41.96	£169.24	£125.80	£561.47
2016	£7.65	£15.06	£7.59	£9.72	£10.92	£13.99	£8.22	£7.00	£4.28	£2.82	£13.55	£15.33	£11.38	£15.49	£9.01	£10.66	£8.47	£7.80	£13.52	£37.79	£43.14	£175.20	£129.43	£578.01
2021	£8.27	£16.35	£8.20	£10.46	£11.75	£14.98	£8.80	£7.56	£4.59	£3.03	£14.73	£16.70	£12.33	£17.02	£10.00	£11.69	£9.18	£8.44	£14.53	£40.96	£47.31	£197.37	£142.02	£636.27
2026	£9.14	£18.16	£9.09	£11.53	£12.96	£16.51	£9.67	£8.38	£5.08	£3.34	£16.42	£18.60	£13.65	£19.06	£11.34	£13.07	£10.21	£9.34	£16.03	£45.36	£53.19	£225.76	£159.10	£714.98
2031	£10.11	£20.21	£10.10	£12.74	£14.38	£18.19	£10.65	£9.30	£5.62	£3.71	£18.34	£20.71	£15.13	£21.35	£12.84	£14.59	£11.37	£10.34	£17.74	£50.30	£59.85	£257.02	£178.11	£802.70
2034	£10.76	£21.56	£10.75	£13.50	£15.28	£19.27	£11.27	£9.86	£5.97	£3.94	£19.61	£22.12	£16.05	£22.88	£13.86	£15.57	£12.09	£11.01	£18.82	£53.51	£64.20	£278.70	£190.70	£861.28
2037	£11.40	£22.86	£11.38	£14.28	£16.19	£20.37	£11.92	£10.43	£6.32	£4.18	£20.80	£23.46	£16.98	£24.28	£14.73	£16.52	£12.80	£11.67	£19.92	£56.64	£68.17	£296.41	£202.24	£913.96

Cinemas and theatres

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£1.21	£2.61	£1.46	£2.23	£1.99	£2.77	£1.73	£1.39	£0.80	£0.57	£2.67	£2.87	£2.22	£2.75	£1.59	£1.85	£1.96	£1.60	£2.63	£7.93	£9.43	£33.93	£31.11	£119
2016	£1.25	£2.68	£1.50	£2.28	£2.04	£2.84	£1.77	£1.42	£0.82	£0.59	£2.74	£2.95	£2.28	£2.83	£1.64	£1.91	£2.01	£1.64	£2.70	£8.13	£9.70	£35.12	£32.01	£123
2021	£1.35	£2.91	£1.62	£2.45	£2.20	£3.04	£1.89	£1.53	£0.88	£0.63	£2.97	£3.21	£2.47	£3.11	£1.82	£2.09	£2.18	£1.77	£2.90	£8.81	£10.64	£39.57	£35.12	£135
2026	£1.49	£3.23	£1.80	£2.70	£2.42	£3.35	£2.08	£1.70	£0.98	£0.69	£3.32	£3.58	£2.74	£3.48	£2.07	£2.34	£2.42	£1.96	£3.20	£9.76	£11.96	£45.26	£39.35	£152
2031	£1.65	£3.59	£2.00	£2.99	£2.69	£3.69	£2.29	£1.89	£1.08	£0.77	£3.70	£3.99	£3.03	£3.90	£2.34	£2.61	£2.70	£2.17	£3.54	£10.83	£13.46	£51.52	£44.05	£170
2034	£1.78	£3.83	£2.12	£3.17	£2.86	£3.91	£2.43	£2.00	£1.15	£0.82	£3.96	£4.26	£3.22	£4.18	£2.53	£2.78	£2.87	£2.31	£3.75	£11.51	£14.44	£55.87	£47.16	£183
2037	£1.86	£4.06	£2.25	£3.35	£3.03	£4.13	£2.57	£2.12	£1.22	£0.87	£4.20	£4.52	£3.41	£4.43	£2.69	£2.95	£3.04	£2.45	£3.97	£12.19	£15.33	£59.42	£50.02	£194

Games of chance

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£6.58	£11.30	£4.69	£4.88	£7.72	£8.76	£4.68	£4.08	£2.91	£1.57	£8.72	£9.84	£7.07	£9.67	£5.89	£7.69	£3.97	£4.21	£8.10	£20.66	£22.26	£95.24	£69.73	£330
2016	£6.75	£11.59	£4.82	£4.99	£7.90	£8.96	£4.78	£4.18	£2.98	£1.61	£8.95	£10.11	£7.25	£9.95	£6.08	£7.90	£4.07	£4.32	£8.29	£21.19	£22.88	£98.60	£71.74	£340
2021	£7.30	£12.59	£5.21	£5.37	£8.50	£9.60	£5.12	£4.52	£3.20	£1.72	£9.73	£11.01	£7.86	£10.93	£6.75	£8.67	£4.41	£4.68	£8.91	£22.96	£25.09	£111.08	£78.72	£374
2026	£8.07	£13.98	£5.77	£5.93	£9.37	£10.58	£5.62	£5.01	£3.55	£1.90	£10.85	£12.26	£8.70	£12.23	£7.65	£9.69	£4.91	£5.17	£9.83	£25.43	£28.21	£127.05	£88.19	£420
2031	£8.93	£15.55	£6.41	£6.54	£10.40	£11.66	£6.20	£5.56	£3.92	£2.11	£12.12	£13.65	£9.64	£13.71	£8.66	£10.82	£5.46	£5.73	£10.88	£28.20	£31.75	£144.65	£98.73	£471
2034	£9.50	£16.59	£6.82	£6.94	£11.05	£12.35	£6.56	£5.89	£4.16	£2.25	£12.95	£14.58	£10.23	£14.69	£9.35	£11.54	£5.81	£6.10	£11.54	£30.00	£34.06	£156.85	£105.71	£506
2037	£10.07	£17.59	£7.22	£7.34	£11.71	£13.05	£6.93	£6.24	£4.41	£2.38	£13.74	£15.46	£10.82	£15.59	£9.94	£12.25	£6.15	£6.46	£12.21	£31.75	£36.16	£166.82	£112.10	£536

Recreational and sporting services

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£3.05	£6.69	£3.70	£5.63	£4.68	£6.81	£4.47	£3.47	£1.93	£1.50	£6.51	£6.85	£5.42	£7.76	£3.98	£4.60	£4.99	£4.24	£6.93	£19.26	£23.91	£110.20	£72.09	£319
2016	£3.13	£6.87	£3.80	£5.77	£4.79	£6.97	£4.57	£3.55	£1.98	£1.54	£6.68	£7.04	£5.56	£7.98	£4.11	£4.73	£5.12	£4.35	£7.10	£19.76	£24.58	£114.08	£74.17	£328
2021	£3.39	£7.45	£4.10	£6.21	£5.15	£7.46	£4.89	£3.84	£2.12	£1.65	£7.26	£7.67	£6.03	£8.77	£4.56	£5.19	£5.54	£4.71	£7.63	£21.41	£26.96	£128.52	£81.38	£362
2026	£3.75	£8.28	£4.54	£6.85	£5.68	£8.22	£5.37	£4.25	£2.35	£1.82	£8.10	£8.54	£6.67	£9.82	£5.18	£5.80	£6.17	£5.21	£8.41	£23.71	£30.31	£147.01	£91.17	£407
2031	£4.14	£9.21	£5.05	£7.56	£6.30	£9.06	£5.92	£4.72	£2.60	£2.02	£9.05	£9.51	£7.39	£11.00	£5.86	£6.48	£6.86	£5.77	£9.31	£26.30	£34.11	£167.36	£102.06	£458
2034	£4.47	£9.83	£5.37	£8.01	£6.70	£9.60	£6.26	£5.00	£2.76	£2.15	£9.67	£10.16	£7.84	£11.79	£6.33	£6.91	£7.30	£6.14	£9.88	£27.97	£36.59	£181.48	£109.28	£491
2037	£4.61	£10.28	£5.62	£8.38	£7.00	£10.03	£6.55	£5.23	£2.88	£2.25	£10.11	£10.62	£8.20	£12.33	£6.62	£7.23	£7.63	£6.42	£10.33	£29.25	£38.26	£189.77	£114.27	£514

Notes

Product of Table A and Table L1A

Table L3Aa: Restaurants and café market shares

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	66.3%	57.7%	30.9%	5.3%	19.2%	6.5%	1.5%	1.0%	0.0%	8.2%	0.0%	0.0%	0.0%	6.9%	1.1%	22.7%	7.4%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
	Billericay town centre	2.5%	17.2%	10.4%	81.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	5.8%	32.5%	14.1%	0.0%	0.8%	0.7%	0.0%	0.0%	2.9%
	Landon town centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Basildon Destination	2.4%	1.9%	0.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Pitsea town centre	2.7%	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Basildon Total		73.9%	78.4%	42.7%	89.1%	19.2%	6.5%	1.5%	1.0%	0.0%	8.2%	0.0%	0.0%	0.0%	8.4%	1.1%	28.5%	39.9%	22.9%	0.0%	0.8%	0.7%	0.0%	0.0%	8.2%
Castle Point	Canvey Island town centre	0.0%	0.0%	0.0%	0.0%	24.0%	13.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Hadleigh town centre	2.4%	0.0%	0.0%	0.0%	2.3%	9.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	South Benfleet town centre	0.0%	0.0%	0.0%	0.0%	10.9%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Tarpots shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		2.4%	0.0%	0.0%	0.0%	37.2%	26.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hockley town centre	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	18.3%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Hullbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Rochford destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	4.7%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Rayleigh town centre	0.0%	0.0%	4.6%	0.0%	5.4%	13.0%	54.7%	60.1%	0.0%	13.4%	8.7%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
	Rochford town centre	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.8%	1.6%	25.3%	13.6%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Rochford Total		0.0%	0.5%	4.6%	0.0%	6.8%	13.0%	74.9%	80.2%	29.2%	31.7%	8.7%	1.6%	10.2%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
Southend	Leigh-on-sea town centre	0.0%	1.1%	0.9%	0.0%	1.6%	29.0%	9.7%	0.8%	5.9%	1.6%	10.4%	22.4%	54.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
	Other Southend destinations	1.4%	1.9%	28.3%	2.5%	8.4%	1.8%	0.0%	0.8%	0.0%	1.6%	1.7%	0.8%	0.8%	0.7%	0.6%	0.0%	3.5%	18.6%	0.7%	0.0%	0.0%	0.9%	0.0%	1.4%
	Shoeburyness town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	4.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Southend-on-sea town centre	4.6%	3.8%	3.5%	0.0%	14.5%	16.9%	10.8%	9.5%	59.0%	43.5%	62.5%	63.5%	33.2%	0.7%	0.0%	0.8%	1.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%
	Westcliffe-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	2.2%	1.6%	1.0%	9.3%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Southend Total		6.0%	6.8%	32.6%	2.5%	24.5%	49.5%	20.5%	11.1%	70.0%	48.4%	79.9%	96.8%	89.8%	1.4%	0.6%	0.8%	4.5%	20.7%	0.7%	0.0%	0.0%	0.9%	0.0%	11.0%
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Grays main centre	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	13.7%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Lakeside main centre	3.9%	0.6%	2.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	45.3%	46.7%	30.8%	0.0%	0.0%	2.5%	0.0%	0.7%	30.1%	0.0%	12.4%
	Other Thurrock destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	14.8%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	South Ockendon local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Thurrock Total		7.0%	0.6%	2.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	60.9%	83.8%	60.1%	0.0%	0.0%	2.5%	0.0%	0.7%	30.1%	0.0%	14.1%
Other study area zones	Zone 17	0.0%	3.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%	0.0%	0.0%	11.6%	1.6%	0.0%	32.2%	0.8%	0.0%	2.8%	30.5%	2.3%	0.0%	4.0%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Zone 19	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	68.2%	0.0%	0.0%	0.0%	1.2%	1.9%
	Zone 20	2.1%	2.5%	10.3%	0.9%	2.1%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	11.9%	29.2%	23.7%	91.3%	0.0%	0.0%	0.0%	7.5%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	43.0%	0.0%	0.0%	3.1%
	Zone 22	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	7.4%	0.0%	0.0%	0.0%	10.4%	5.9%	6.6%	4.7%	0.0%	0.0%	0.0%	0.0%	49.4%	0.0%	16.1%
	Zone 23	0.0%	0.0%	1.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	75.0%	15.2%
Other study area zones Total		2.1%	6.0%	12.6%	1.8%	3.8%	0.0%	0.0%	5.5%	0.8%	8.7%	0.0%	0.0%	0.0%	21.9%	9.3%	8.3%	50.1%	48.8%	91.9%	94.1%	74.4%	51.8%	76.2%	47.9%
Outside Study Area	Outside Study Area	8.6%	7.7%	5.0%	5.1%	8.5%	4.9%	3.2%	2.1%	0.0%	3.0%	10.5%	0.8%	0.0%	7.4%	5.3%	2.4%	5.5%	5.4%	4.9%	5.1%	24.3%	17.3%	23.8%	14.1%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q33), excluding don't knows/don't do

Table L3Ab: Restaurants and café - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£9.97	£18.39	£5.24	£1.27	£4.38	£2.00	£0.28	£0.16	£0.00	£0.51	£0.00	£0.00	£0.00	£2.26	£0.21	£5.03	£1.53	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£52.24
	Billericay town centre	£0.37	£5.48	£1.76	£19.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£1.28	£6.77	£2.45	£0.00	£0.65	£0.68	£0.00	£0.00	£39.06
	Landon town centre	£0.00	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53
	Other Basildon Destination	£0.36	£0.61	£0.12	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£2.25
	Pitsea town centre	£0.41	£0.16	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68
Basildon Total		£11.13	£25.00	£7.23	£21.21	£4.38	£2.00	£0.28	£0.16	£0.00	£0.51	£0.00	£0.00	£0.00	£2.74	£0.21	£6.32	£8.30	£3.98	£0.00	£0.65	£0.68	£0.00	£0.00	£94.77
Castle Point	Canvey Island town centre	£0.00	£0.00	£0.00	£0.00	£5.47	£4.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.67
	Hadleigh town centre	£0.36	£0.00	£0.00	£0.00	£0.53	£2.85	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.04
	South Benfleet town centre	£0.00	£0.00	£0.00	£0.00	£2.48	£0.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.30
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Castle Point Total		£0.36	£0.00	£0.00	£0.00	£8.49	£8.12	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£17.26
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28
	Hockley town centre	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£3.49	£2.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.98
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.07	£0.29	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75
	Rayleigh town centre	£0.00	£0.00	£0.77	£0.00	£1.23	£4.02	£10.40	£9.20	£0.00	£0.83	£2.61	£0.00	£2.59	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£32.04
	Rochford town centre	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.34	£0.25	£2.31	£0.84	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.33
Rochford Total		£0.00	£0.16	£0.77	£0.00	£1.56	£4.02	£14.23	£12.28	£2.66	£1.97	£2.61	£0.52	£2.59	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£43.74
Southend	Leigh-on-sea town centre	£0.00	£0.35	£0.15	£0.00	£0.36	£8.99	£1.83	£0.13	£0.54	£0.10	£3.12	£7.29	£13.80	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£36.65
	Other Southend destinations	£0.21	£0.61	£4.79	£0.60	£1.91	£0.56	£0.00	£0.13	£0.00	£0.10	£0.53	£0.26	£0.20	£0.23	£0.12	£0.00	£0.72	£3.23	£0.20	£0.00	£0.00	£3.47	£0.00	£17.88
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£1.30	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.82
	Southend-on-sea town centre	£0.69	£1.20	£0.59	£0.00	£3.32	£5.25	£2.06	£1.45	£5.38	£2.70	£18.81	£20.67	£8.44	£0.23	£0.00	£0.18	£0.20	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£71.53
	Westcliffe-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.20	£0.10	£0.29	£3.02	£0.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.58
Southend Total		£0.90	£2.16	£5.53	£0.60	£5.59	£15.37	£3.89	£1.70	£6.38	£3.00	£24.05	£31.51	£22.85	£0.45	£0.12	£0.18	£0.93	£3.59	£0.20	£0.00	£0.00	£3.47	£0.00	£132.47
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.66
	Grays main centre	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.10	£2.62	£1.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.06
	Lakeside main centre	£0.59	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£14.82	£8.96	£6.84	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£150.73
	Other Thurrock destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.99	£2.85	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.73
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.65
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.30
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76
Thurrock Total		£1.06	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£19.90	£16.08	£13.33	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£169.89
Other study area zones	Zone 17	£0.00	£0.98	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.07	£0.08	£0.00	£0.00	£0.00	£3.78	£0.31	£0.00	£6.71	£0.14	£0.00	£2.43	£31.48	£9.05	£0.00	£55.24
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.89	£0.00	£0.00	£0.00	£0.00	£0.00	£3.07
	Zone 19	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£20.49	£0.00	£0.00	£0.00	£3.28	£24.47
	Zone 20	£0.32	£0.78	£1.75	£0.21	£0.47	£0.00	£0.00	£0.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£2.48	£5.06	£7.13	£78.83	£0.00	£0.00	£0.00	£98.00
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	£44.39	£0.00	£0.00	£44.65
	Zone 22	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.46	£0.00	£0.00	£0.00	£3.39	£1.13	£1.46	£0.97	£0.00	£0.00	£0.00	£0.00	£192.13	£0.00	£199.83
	Zone 23	£0.00	£0.00	£0.19	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.86	£0.00	£202.87	£204.48
Other study area zones Total		£0.32	£1.92	£2.13	£0.42	£0.88	£0.00	£0.00	£0.85	£0.07	£0.54	£0.00	£0.00	£0.00	£7.17	£1.78	£1.83	£10.42	£8.47	£27.62	£81.26	£76.72	£201.19	£206.16	£629.74
Outside Study Area	Outside Study Area	£1.29	£2.46	£0.84	£1.20	£1.94	£1.54	£0.60	£0.32	£0.00	£0.18	£3.17	£0.26	£0.00	£2.42	£1.01	£0.54	£1.14	£0.94	£1.47	£4.41	£25.05	£67.23	£64.34	£182.35
	Grand Total	£15.05	£31.89	£16.94	£23.82	£22.82	£31.05	£19.01	£15.31	£9.11	£6.21	£30.11	£32.55	£25.44	£32.68	£19.19	£22.19	£20.80	£17.36	£30.05	£86.33	£103.13	£388.70	£270.49	£1,270.23

Notes
Product of Table L3Aa & L2A

Table L4Aa: Pubs etc. - market share 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	63.6%	35.2%	24.1%	0.0%	4.7%	1.1%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	1.0%	1.7%	8.1%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
	Billericay town centre	2.9%	26.9%	8.7%	93.6%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	28.9%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
	Laindon town centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Basildon destination	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Pitsea town centre	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon Total		69.5%	64.3%	32.8%	93.6%	4.7%	4.5%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	2.0%	1.7%	9.8%	28.9%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%
Castle Point	Canvey Island town centre	2.4%	6.7%	0.0%	0.0%	59.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	1.3%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	South Benfleet Town Centre	0.0%	0.0%	0.0%	0.0%	28.5%	12.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Tarpots shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		2.4%	6.7%	0.0%	0.0%	90.1%	38.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Hockley town centre	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	33.1%	13.6%	0.0%	4.8%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	Hullbridge	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Rochford destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	4.8%	22.7%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Rayleigh town centre	3.7%	2.8%	7.2%	0.0%	0.0%	13.2%	46.0%	63.3%	0.0%	15.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
	Rochford town centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.3%	6.6%	28.7%	30.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Rochford Total		3.7%	4.4%	7.2%	0.0%	0.0%	14.2%	80.4%	88.5%	55.9%	72.6%	2.1%	8.8%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%
Southend	Leigh-on-Sea town centre	5.5%	0.0%	1.4%	1.1%	0.0%	28.3%	1.6%	1.0%	3.9%	1.0%	1.6%	18.0%	62.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
	Other Southend destinations	1.9%	0.0%	30.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	1.0%	1.6%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	29.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	Shoeburyness town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Southend-on-sea town centre	0.0%	1.7%	3.3%	0.0%	1.7%	10.9%	12.8%	1.0%	31.7%	12.8%	61.7%	54.0%	26.0%	1.3%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
	Westcliff-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Southend Total		7.3%	1.7%	35.1%	1.1%	1.7%	39.2%	14.4%	2.0%	41.5%	14.8%	73.8%	86.1%	91.9%	1.3%	0.0%	2.2%	0.0%	29.5%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Grays main centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	28.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	Other Thurrock destination	1.9%	0.0%	4.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	18.8%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	1.0%	4.2%
	South Ockendon Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	21.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	20.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Thurrock Total		1.9%	0.0%	4.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.6%	59.0%	72.3%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	1.0%	6.5%
Other study area zones	Zone 17	1.9%	12.4%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.0%	24.3%	4.7%	0.0%	46.4%	2.0%	0.0%	0.0%	36.5%	1.7%	0.0%	5.3%
	Zone 18	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	87.5%	1.4%	0.0%	0.0%	0.0%	2.4%
	Zone 20	0.0%	0.0%	12.8%	0.0%	1.3%	0.0%	2.3%	0.0%	0.0%	8.9%	0.0%	0.9%	0.0%	3.7%	0.0%	0.0%	14.3%	31.6%	11.4%	90.4%	0.8%	0.0%	0.0%	8.6%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.1%	0.0%	0.0%	3.7%
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	15.3%	1.7%	6.2%	0.0%	0.0%	0.0%	0.0%	57.8%	0.0%	17.0%
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	68.6%	15.0%
Other study area zones Total		1.9%	12.4%	18.1%	1.1%	1.3%	1.1%	2.3%	0.0%	1.3%	9.9%	1.2%	0.9%	2.1%	38.3%	20.1%	1.7%	66.9%	59.4%	99.0%	91.8%	88.2%	59.6%	68.6%	52.5%
Outside Study Area	Outside Study Area	13.3%	10.4%	2.6%	3.3%	2.2%	2.7%	1.6%	9.5%	1.3%	2.6%	11.6%	4.2%	0.0%	21.9%	19.2%	14.0%	4.2%	0.0%	1.0%	8.2%	11.8%	28.4%	30.5%	18.6%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q34), excluding don't knows/don't do

Table L4Ab: Pubs etc. - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£4.87	£5.31	£1.83	£0.00	£0.51	£0.15	£0.00	£0.00	£0.00	£0.00	£1.53	£0.00	£0.00	£0.15	£0.16	£0.87	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£15.51
	Billericay town centre	£0.22	£4.06	£0.66	£9.09	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£2.45	£0.73	£0.00	£0.00	£0.00	£0.00	£0.00	£17.84
	Laindon town centre	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32
	Other Basildon destination	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
	Pitsea town centre	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22
Basildon Total		£5.32	£9.69	£2.49	£9.09	£0.51	£0.63	£0.00	£0.00	£0.00	£0.00	£1.53	£0.00	£0.00	£0.31	£0.16	£1.05	£2.45	£0.86	£0.00	£0.00	£0.00	£0.00	£0.00	£34.08
Castle Point	Canvey Island town centre	£0.19	£1.01	£0.00	£0.00	£6.44	£1.96	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.59
	Hadleigh Town Centre	£0.00	£0.00	£0.00	£0.00	£0.14	£1.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.79
	South Benfleet Town Centre	£0.00	£0.00	£0.00	£0.00	£3.11	£1.76	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.98
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14
Castle Point Total		£0.19	£1.01	£0.00	£0.00	£9.84	£5.37	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£16.51
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.96	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24
	Hockley town centre	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£2.73	£0.95	£0.00	£0.14	£0.00	£1.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.14
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.64	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.03
	Rayleigh town centre	£0.28	£0.42	£0.55	£0.00	£0.00	£1.85	£3.78	£4.43	£0.00	£0.42	£0.00	£0.00	£0.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£12.29
	Rochford town centre	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.10	£0.46	£1.23	£0.85	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.92
Rochford Total		£0.28	£0.67	£0.55	£0.00	£0.00	£1.99	£6.61	£6.19	£2.39	£2.05	£0.28	£1.35	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£23.06
Southend	Leigh-on-Sea town centre	£0.42	£0.00	£0.11	£0.11	£0.00	£3.96	£0.13	£0.07	£0.17	£0.03	£0.21	£2.76	£7.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£15.02
	Other Southend destinations	£0.14	£0.00	£2.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.03	£0.21	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£5.53
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£1.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.36
	Southend-on-sea town centre	£0.00	£0.25	£0.25	£0.00	£0.18	£1.52	£1.05	£0.07	£1.36	£0.36	£8.36	£8.28	£2.96	£0.20	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£25.08
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.16
Southend Total		£0.56	£0.25	£2.66	£0.11	£0.18	£5.48	£1.19	£0.14	£1.77	£0.42	£10.00	£13.21	£10.46	£0.20	£0.00	£0.24	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£49.16
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£2.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.84
	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.95	£2.57	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.71
	Other Thurrock destination	£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01	£1.69	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£26.22
	South Ockendon Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.41
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£2.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.30
Thurrock Total		£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.67	£5.32	£7.70	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£41.53
Other study area zones	Zone 17	£0.14	£1.87	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.12	£3.76	£0.43	£0.00	£3.93	£0.15	£0.00	£0.00	£15.76	£3.06	£0.00	£29.38
	Zone 18	£0.00	£0.00	£0.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£1.93	£0.00	£0.00	£0.00	£0.00	£0.00	£2.63
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£11.84	£0.53	£0.00	£0.00	£0.00	£12.47
	Zone 20	£0.00	£0.00	£0.97	£0.00	£0.14	£0.00	£0.19	£0.00	£0.00	£0.25	£0.00	£0.13	£0.00	£0.58	£0.00	£0.00	£1.21	£2.46	£1.55	£34.17	£0.33	£0.00	£0.00	£41.98
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£19.02	£0.00	£0.00	£19.02
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£1.38	£0.18	£0.53	£0.00	£0.00	£0.00	£0.00	£101.30	£0.00	£105.14
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.96	£0.00	£88.77	£91.72
Other study area zones Total		£0.14	£1.87	£1.38	£0.11	£0.14	£0.15	£0.19	£0.00	£0.06	£0.28	£0.17	£0.13	£0.24	£5.93	£1.81	£0.18	£5.67	£4.63	£13.38	£34.69	£38.06	£104.37	£88.77	£302.33
Outside Study Area	Outside Study Area	£1.02	£1.57	£0.19	£0.32	£0.24	£0.37	£0.13	£0.67	£0.06	£0.07	£1.57	£0.64	£0.00	£3.39	£1.73	£1.49	£0.36	£0.00	£0.14	£3.10	£5.08	£49.78	£39.42	£111.35
	Grand Total	£7.65	£15.06	£7.59	£9.72	£10.92	£13.99	£8.22	£7.00	£4.28	£2.82	£13.55	£15.33	£11.38	£15.49	£9.01	£10.66	£8.47	£7.79	£13.52	£37.80	£43.14	£175.20	£129.43	£578.02

Notes

Product of Table L3Aa & L2A

Table L5A: Combined A3-5 uses turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£14.84	£23.70	£7.07	£1.27	£4.89	£2.15	£0.28	£0.16	£0.00	£0.51	£1.53	£0.00	£0.00	£2.41	£0.37	£5.90	£1.53	£1.14	£0.00	£0.00	£0.00	£0.00	£0.00	£67.75
	Billericay town centre	£0.60	£9.54	£2.42	£28.42	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£1.28	£9.22	£3.17	£0.00	£0.65	£0.68	£0.00	£0.00	£56.90
	Landon town centre	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.86
	Other Basildon Destination	£0.36	£0.80	£0.12	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£2.43
	Pitsea town centre	£0.64	£0.16	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.91
Basildon Total		£16.44	£34.68	£9.72	£30.31	£4.89	£2.64	£0.28	£0.16	£0.00	£0.51	£1.53	£0.00	£0.00	£3.04	£0.37	£7.36	£10.75	£4.84	£0.00	£0.65	£0.68	£0.00	£0.00	£128.85
Castle Point	Canvey Island town centre	£0.19	£1.01	£0.00	£0.00	£11.91	£6.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£19.27
	Hadleigh town centre	£0.36	£0.00	£0.00	£0.00	£0.68	£4.50	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.83
	South Benfleet town centre	£0.00	£0.00	£0.00	£0.00	£5.59	£2.58	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.28
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14
Castle Point Total		£0.55	£1.01	£0.00	£0.00	£18.33	£13.49	£0.10	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£33.77
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.52
	Hockley town centre	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£6.21	£3.29	£0.00	£0.14	£0.00	£1.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.13
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.28	£0.93	£0.00	£0.26	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.78
	Rayleigh town centre	£0.28	£0.42	£1.32	£0.00	£1.23	£5.87	£14.18	£13.63	£0.00	£1.26	£2.61	£0.00	£3.16	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£44.33
	Rochford town centre	£0.00	£0.14	£0.00	£0.00	£0.33	£0.00	£0.45	£0.71	£3.53	£1.69	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.25
Rochford Total		£0.28	£0.83	£1.32	£0.00	£1.56	£6.02	£20.84	£18.48	£5.05	£4.02	£2.88	£1.88	£3.28	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£66.80
Southend	Leigh-on-sea town centre	£0.42	£0.35	£0.26	£0.11	£0.36	£12.95	£1.97	£0.19	£0.70	£0.13	£3.34	£10.04	£20.86	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£51.67
	Other Southend destinations	£0.35	£0.61	£7.09	£0.60	£1.91	£0.56	£0.00	£0.13	£0.10	£0.13	£0.74	£0.26	£0.64	£0.23	£0.12	£0.00	£0.72	£5.53	£0.20	£0.00	£0.00	£3.47	£0.00	£23.41
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41	£0.00	£2.52	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.19
	Southend-on-sea town centre	£0.69	£1.45	£0.84	£0.00	£3.50	£6.77	£3.11	£1.52	£6.73	£3.06	£27.17	£28.96	£11.40	£0.43	£0.00	£0.42	£0.20	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£96.61
	Westcliffe-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.20	£0.10	£0.29	£5.19	£0.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.75
Southend Total		£1.46	£2.42	£8.19	£0.71	£5.77	£20.85	£5.08	£1.84	£8.15	£3.42	£34.05	£44.71	£33.31	£0.65	£0.12	£0.42	£0.93	£5.89	£0.20	£0.00	£0.00	£3.47	£0.00	£181.63
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£4.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.49
	Grays main centre	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.06	£5.19	£2.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£13.77
	Lakeside main centre	£0.73	£0.20	£0.75	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£15.82	£10.65	£7.52	£0.00	£0.00	£0.76	£0.00	£0.68	£137.86	£1.24	£176.95
	Other Thurrock destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.99	£3.90	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.79
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10	£1.65	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.06
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£3.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.60
	Tilbury local centre	£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.67	£5.32	£8.46	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£42.29
Thurrock Total		£1.06	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£19.90	£16.08	£13.33	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£169.89
Other study area zones	Zone 17	£0.14	£2.85	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.13	£0.08	£0.00	£0.00	£0.12	£7.54	£0.73	£0.00	£10.64	£0.30	£0.00	£2.43	£47.24	£12.12	£0.00	£84.62
	Zone 18	£0.00	£0.00	£0.41	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£4.82	£0.00	£0.00	£0.00	£0.00	£0.00	£5.69
	Zone 19	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£32.32	£0.53	£0.00	£0.00	£3.28	£36.94
	Zone 20	£0.32	£0.78	£2.72	£0.21	£0.62	£0.00	£0.19	£0.60	£0.00	£0.25	£0.00	£0.13	£0.00	£0.58	£0.00	£0.37	£3.69	£7.52	£8.68	£113.00	£0.33	£0.00	£0.00	£139.98
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	£63.41	£0.00	£0.00	£63.67
	Zone 22	£0.00	£0.16	£0.00	£0.00	£0.00	£0.15	£0.00	£0.13	£0.00	£0.46	£0.00	£0.00	£0.00	£4.98	£2.51	£1.64	£1.50	£0.00	£0.00	£0.00	£0.00	£293.44	£0.00	£304.96
	Zone 23	£0.00	£0.00	£0.19	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£3.81	£0.00	£291.64	£296.20
Other study area zones Total		£0.46	£3.78	£3.51	£0.53	£1.02	£0.15	£0.19	£0.85	£0.13	£0.82	£0.17	£0.13	£0.24	£13.09	£3.58	£2.02	£16.09	£13.10	£41.00	£115.95	£114.78	£305.55	£294.92	£932.07
Outside Study Area	Outside Study Area	£2.31	£4.03	£1.04	£1.53	£2.18	£1.91	£0.74	£0.98	£0.06	£0.26	£4.75	£0.90	£0.00	£5.81	£2.74	£2.03	£1.50	£0.94	£1.61	£7.52	£30.13	£117.01	£103.76	£293.70
	Grand Total	£22.70	£46.95	£24.53	£33.53	£33.74	£45.04	£27.23	£22.31	£13.38	£9.03	£43.67	£47.88	£36.82	£48.17	£28.20	£32.85	£29.27	£25.15	£43.57	£124.12	£146.26	£563.90	£399.92	£1,848.24

Notes

Tables L3Ab + L4Ab

Table L6Aa: Cinemas and theatres - market share 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	6.0%	4.3%	33.5%	0.0%	3.3%	12.0%	2.2%	0.9%	0.0%	0.0%	0.0%	11.2%	2.2%	0.0%	0.0%	2.5%	2.2%	0.9%	0.0%	0.0%	0.6%	0.0%	0.0%	1.5%
	Billericay town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Laindon town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Basildon destination	78.8%	82.2%	53.0%	94.0%	36.3%	19.6%	62.4%	57.4%	8.3%	25.5%	3.6%	3.4%	19.0%	1.6%	0.0%	42.6%	46.8%	58.3%	6.0%	2.3%	12.8%	0.0%	0.0%	12.9%
	Pitsea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon Total		84.8%	86.6%	86.5%	94.0%	39.6%	31.6%	64.6%	58.2%	8.3%	25.5%	3.6%	14.6%	21.2%	1.6%	0.0%	45.0%	48.9%	59.2%	6.0%	2.3%	13.4%	0.0%	0.0%	14.4%
Castle Point	Canvey Island town centre	0.0%	0.0%	0.0%	0.0%	8.5%	1.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Castle Point destinatino	8.2%	2.1%	0.0%	0.0%	38.7%	21.1%	2.8%	7.7%	0.0%	3.6%	0.0%	3.0%	1.4%	0.8%	0.0%	0.0%	3.6%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
	South Benfleet Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tarpots shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		8.2%	2.1%	0.0%	0.0%	47.2%	22.3%	2.8%	8.8%	0.0%	3.6%	0.0%	3.0%	1.4%	0.8%	0.7%	5.7%	3.6%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Rochford	Hockley town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rayleigh town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rochford town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rochford Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend	Leigh-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Southend destination	0.9%	2.1%	0.0%	0.0%	3.4%	22.7%	21.6%	14.1%	77.8%	53.6%	78.2%	66.9%	62.6%	0.0%	0.0%	0.0%	1.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%
	Southend-on-sea town centre	0.0%	0.0%	0.8%	0.0%	4.5%	3.5%	7.0%	2.5%	8.6%	0.0%	9.8%	8.0%	6.6%	2.3%	0.0%	1.6%	0.0%	4.2%	4.3%	6.5%	0.0%	0.0%	0.0%	1.6%
	Westcliff-on-Sea town centre	0.0%	0.0%	0.8%	0.0%	0.8%	4.5%	0.0%	1.7%	3.7%	5.8%	1.0%	2.4%	5.5%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Southend Total		0.9%	2.1%	1.7%	0.0%	8.7%	30.6%	28.6%	18.3%	90.0%	59.3%	88.9%	77.4%	74.6%	2.3%	0.0%	1.6%	5.2%	5.4%	4.3%	6.5%	0.0%	0.0%	0.0%	9.3%
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Grays main centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Lakeside main centre	2.1%	5.0%	3.1%	0.8%	0.8%	8.6%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	76.8%	75.6%	29.9%	3.6%	0.0%	0.0%	0.0%	5.1%	29.9%	0.0%	14.5%
	South Ockendon Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock Total		2.1%	5.0%	3.1%	0.8%	0.8%	8.6%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	77.4%	79.8%	29.9%	3.6%	0.0%	0.0%	0.0%	5.1%	29.9%	0.0%	14.6%
Other study area zones	Zone 17	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	20.7%	0.0%	0.0%	0.0%	0.0%	0.5%
	Zone 20	0.0%	0.0%	2.2%	1.7%	0.0%	1.2%	1.8%	3.2%	0.0%	8.7%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	12.0%	15.2%	50.6%	75.5%	7.5%	0.0%	0.0%	6.7%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 22	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	14.3%	5.7%	14.1%	0.0%	0.0%	0.0%	8.7%	49.4%	0.0%	17.1%
	Zone 23	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.0%	1.1%	2.4%	0.7%	77.3%	16.3%
Other study area zones Total		0.0%	0.7%	2.2%	2.7%	0.0%	1.2%	1.8%	3.2%	0.0%	8.7%	0.0%	0.0%	0.8%	5.8%	15.4%	6.7%	26.1%	16.1%	71.3%	76.6%	19.5%	50.1%	77.3%	40.6%
Outside Study Area	Outside Study Area	4.0%	3.7%	6.6%	2.5%	3.6%	5.6%	2.2%	3.8%	1.7%	2.9%	7.5%	5.0%	1.9%	12.1%	4.2%	11.1%	12.5%	11.4%	18.4%	14.5%	62.0%	20.0%	22.7%	18.9%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q35), excluding don't knows/don't do

Table L6Ab: Cinemas and theatres - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£0.07	£0.12	£0.50	£0.00	£0.07	£0.34	£0.04	£0.01	£0.00	£0.00	£0.00	£0.33	£0.05	£0.00	£0.00	£0.05	£0.04	£0.01	£0.00	£0.00	£0.06	£0.00	£0.00	£1.70
	Billericay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Laindon town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Basildon destination	£0.98	£2.20	£0.80	£2.14	£0.74	£0.56	£1.10	£0.81	£0.07	£0.15	£0.10	£0.10	£0.43	£0.04	£0.00	£0.81	£0.94	£0.96	£0.16	£0.19	£1.24	£0.00	£0.00	£14.53
	Pitsea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Basildon Total		£1.06	£2.32	£1.30	£2.14	£0.81	£0.90	£1.14	£0.83	£0.07	£0.15	£0.10	£0.43	£0.48	£0.04	£0.00	£0.86	£0.98	£0.97	£0.16	£0.19	£1.30	£0.00	£0.00	£16.23
Castle Point	Canvey Island town centre	£0.00	£0.00	£0.00	£0.00	£0.17	£0.03	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35
	Hadleigh Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Castle Point destinatino	£0.10	£0.05	£0.00	£0.00	£0.79	£0.60	£0.05	£0.11	£0.00	£0.02	£0.00	£0.09	£0.03	£0.02	£0.00	£0.00	£0.07	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.05
	South Benfleet Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Castle Point Total		£0.10	£0.05	£0.00	£0.00	£0.96	£0.63	£0.05	£0.12	£0.00	£0.02	£0.00	£0.09	£0.03	£0.02	£0.01	£0.11	£0.07	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£2.41
Rochford	Hockley town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Rayleigh town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Rochford town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Southend	Leigh-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Southend destination	£0.01	£0.05	£0.00	£0.00	£0.07	£0.64	£0.38	£0.20	£0.64	£0.31	£2.14	£1.98	£1.43	£0.00	£0.00	£0.00	£0.03	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£7.91
	Southend-on-sea town centre	£0.00	£0.00	£0.01	£0.00	£0.09	£0.10	£0.12	£0.04	£0.07	£0.00	£0.27	£0.24	£0.15	£0.06	£0.00	£0.03	£0.00	£0.07	£0.12	£0.53	£0.00	£0.00	£0.00	£1.90
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.01	£0.00	£0.02	£0.13	£0.00	£0.02	£0.03	£0.03	£0.03	£0.07	£0.13	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54
Southend Total		£0.01	£0.05	£0.02	£0.00	£0.18	£0.87	£0.51	£0.26	£0.74	£0.35	£2.43	£2.28	£1.70	£0.06	£0.00	£0.03	£0.10	£0.09	£0.12	£0.53	£0.00	£0.00	£0.00	£10.35
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Lakeside main centre	£0.03	£0.13	£0.05	£0.02	£0.02	£0.25	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.17	£1.24	£0.57	£0.07	£0.00	£0.00	£0.00	£0.49	£10.50	£0.00	£15.64
	South Ockendon Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thurrock Total		£0.03	£0.13	£0.05	£0.02	£0.02	£0.25	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.19	£1.31	£0.57	£0.07	£0.00	£0.00	£0.00	£0.49	£10.50	£0.00	£15.73
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.08
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.56	£0.00	£0.00	£0.00	£0.00	£0.57
	Zone 20	£0.00	£0.00	£0.03	£0.04	£0.00	£0.03	£0.03	£0.05	£0.00	£0.05	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.24	£0.25	£1.36	£6.14	£0.73	£0.00	£0.00	£8.98
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Zone 22	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.24	£0.11	£0.28	£0.00	£0.00	£0.00	£0.85	£17.35	£0.00	£19.01
	Zone 23	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.02	£0.00	£0.00	£0.00	£0.09	£0.23	£0.26	£24.76	£25.40
Other study area zones Total		£0.00	£0.02	£0.03	£0.06	£0.00	£0.03	£0.03	£0.05	£0.00	£0.05	£0.00	£0.00	£0.02	£0.17	£0.25	£0.13	£0.53	£0.26	£1.92	£6.23	£1.89	£17.61	£24.76	£54.04
Outside Study Area	Outside Study Area	£0.05	£0.10	£0.10	£0.06	£0.07	£0.16	£0.04	£0.05	£0.01	£0.02	£0.21	£0.15	£0.04	£0.34	£0.07	£0.21	£0.25	£0.19	£0.50	£1.18	£6.01	£7.02	£7.25	£24.08
	Grand Total	£1.25	£2.68	£1.50	£2.28	£2.04	£2.84	£1.77	£1.42	£0.82	£0.59	£2.74	£2.95	£2.28	£2.83	£1.64	£1.91	£2.01	£1.64	£2.70	£8.13	£9.70	£35.12	£32.01	£122.84

Notes

Product of Table L3Aa & L2A

Table L7Aa: Health and fitness - market shares 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	48.2%	69.0%	53.0%	43.5%	15.7%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	1.9%	25.1%	14.3%	8.9%	0.0%	0.0%	1.4%	0.0%	0.0%	6.2%
	Billericay town centre	0.0%	8.8%	0.0%	41.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.8%
	Laindon town centre	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Basildon destination	0.0%	18.3%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Pitsea town centre	21.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Basildon Total		70.1%	100.0%	53.0%	89.9%	15.7%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	1.9%	25.1%	47.5%	8.9%	0.0%	1.2%	1.4%	0.0%	0.0%	9.2%
Castle Point	Canvey Island	7.2%	0.0%	0.0%	0.0%	56.1%	33.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
	Hadleigh	3.2%	0.0%	0.0%	0.0%	1.4%	1.5%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	South Benfleet	0.0%	0.0%	0.0%	0.0%	12.3%	19.4%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley	0.0%	0.0%	0.0%	0.0%	12.8%	3.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Castle Point Total		10.4%	0.0%	0.0%	0.0%	82.6%	57.7%	4.8%	1.4%	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%	12.8%	0.0%	22.6%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	14.4%	2.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Rayleigh	0.0%	0.0%	0.0%	1.6%	1.8%	4.8%	15.6%	36.2%	0.0%	1.5%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.7%	13.7%	32.8%	63.0%	0.0%	7.3%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Rochford Total		0.0%	0.0%	0.0%	1.6%	1.8%	4.8%	84.6%	77.2%	38.2%	88.7%	0.0%	13.7%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Southend	Leigh-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	3.3%	0.0%	0.0%	13.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Other Southend Destination	1.9%	0.0%	36.7%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	19.7%	0.0%	0.0%	0.0%	1.7%	40.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Southend-on-Sea town centre	17.6%	0.0%	2.6%	0.0%	0.0%	3.7%	8.3%	4.2%	35.3%	11.4%	70.9%	47.7%	26.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
	Westcliff-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	25.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Southend Total		19.5%	0.0%	39.3%	3.7%	0.0%	13.3%	8.3%	4.2%	38.6%	11.4%	100.0%	86.3%	62.5%	0.0%	0.0%	0.0%	1.7%	40.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	44.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	39.8%	24.1%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	11.4%	26.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	42.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	3.0%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Thurrock Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	64.3%	98.1%	71.8%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	9.1%
Other study area zones	Zone 17	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.1%	0.0%	0.0%	42.6%	2.7%	0.0%	0.0%	42.1%	0.0%	0.0%	5.7%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	77.3%	1.2%	0.0%	0.0%	1.9%	3.5%
	Zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	12.1%	91.3%	0.0%	0.0%	0.0%	8.4%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.5%	0.0%	0.0%	3.7%
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	1.7%	0.0%	0.0%	4.6%	0.0%	69.1%	0.0%	16.7%
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	69.8%	14.9%
Other study area zones Total		0.0%	0.0%	0.0%	1.6%	0.0%	2.4%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	35.7%	0.0%	0.0%	50.8%	35.5%	90.6%	97.2%	82.5%	69.1%	71.7%	53.2%
Outside Study Area	Outside Study Area	0.0%	0.0%	7.7%	3.2%	0.0%	18.8%	2.3%	14.8%	20.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	14.9%	9.4%	1.6%	16.1%	18.0%	28.3%	13.4%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q36), excluding don't knows/don't do

Table L7Ab: Health and fitness - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£0.76	£2.37	£1.01	£1.25	£0.37	£0.10	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.04	£0.59	£0.37	£0.19	£0.00	£0.00	£0.17	£0.00	£0.00	£7.36
	Billericay town centre	£0.00	£0.30	£0.00	£1.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£2.48
	Laindon town centre	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14
	Other Basildon destination	£0.00	£0.63	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76
	Pitsea town centre	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
Basildon Total		£1.10	£3.43	£1.01	£2.59	£0.37	£0.10	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.04	£0.59	£1.22	£0.19	£0.00	£0.12	£0.17	£0.00	£0.00	£11.08
Castle Point	Canvey Island	£0.11	£0.00	£0.00	£0.00	£1.34	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.70
	Hadleigh	£0.05	£0.00	£0.00	£0.00	£0.03	£0.05	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.29	£0.68	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.31	£0.14	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
Castle Point Total		£0.16	£0.00	£0.00	£0.00	£1.98	£2.01	£0.11	£0.03	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.52
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.23	£0.00	£0.17	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.26	£0.02	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
	Rayleigh	£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£0.36	£0.64	£0.00	£0.01	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.33
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02	£0.24	£0.32	£0.48	£0.00	£0.26	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.43
Rochford Total		£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£1.93	£1.37	£0.38	£0.68	£0.00	£0.48	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.26
Southend	Leigh-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.03	£0.00	£0.00	£0.46	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.21
	Other Southend Destination	£0.03	£0.00	£0.70	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.55	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£2.49
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58
	Southend-on-Sea town centre	£0.28	£0.00	£0.05	£0.00	£0.00	£0.13	£0.19	£0.07	£0.35	£0.09	£2.37	£1.68	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.94
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.90	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.17
Southend Total		£0.31	£0.00	£0.75	£0.11	£0.00	£0.46	£0.19	£0.07	£0.38	£0.09	£3.34	£3.04	£1.74	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£11.40
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.49
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£0.50	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.39
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.46	£0.53	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.37	£0.00	£7.48
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£2.57	£2.02	£1.70	£0.00	£0.00	£0.00	£0.00	£0.00	£7.37	£0.00	£14.20
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£0.00	£0.00	£1.09	£0.06	£0.00	£0.00	£5.17	£0.00	£0.00	£7.29
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.04	£0.00	£0.00	£0.00	£0.00	£0.59
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£2.74	£0.12	£0.00	£0.00	£0.69	£3.81
	Zone 20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.43	£9.02	£0.00	£0.00	£0.00	£9.62
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.97	£0.00	£0.00	£4.97
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.04	£0.00	£0.00	£0.46	£0.00	£39.40	£0.00	£40.43
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£25.90	£25.90
Other study area zones Total		£0.00	£0.00	£0.00	£0.05	£0.00	£0.08	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£1.42	£0.00	£0.00	£1.30	£0.77	£3.22	£9.60	£10.14	£39.40	£26.59	£92.60
Outside Study Area	Outside Study Area	£0.00	£0.00	£0.15	£0.09	£0.00	£0.65	£0.05	£0.26	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.32	£0.33	£0.15	£1.98	£10.27	£10.49	£25.04
	Grand Total	£1.57	£3.43	£1.90	£2.88	£2.39	£3.48	£2.28	£1.78	£0.99	£0.77	£3.34	£3.52	£2.78	£3.99	£2.06	£2.37	£2.56	£2.17	£3.55	£9.88	£12.29	£57.04	£37.08	£164.11

Notes

Product of Table L3Aa (50%) & L2A (50% of recreation and sports)

Table L8Aa: Family entertainment - market shares

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	84.7%	73.1%	53.1%	76.1%	30.6%	30.6%	24.5%	26.2%	3.9%	13.5%	15.2%	5.6%	0.0%	61.3%	59.0%	66.7%	34.4%	66.1%	1.2%	1.7%	19.6%	0.0%	0.0%	17.9%
	Billericay town centre	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Laindon town centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Basildon Destination	0.0%	15.3%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	Pitsea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon Total		84.7%	89.3%	53.1%	82.7%	30.6%	30.6%	24.5%	26.2%	3.9%	13.5%	15.2%	5.6%	0.0%	62.2%	59.0%	66.7%	55.4%	66.1%	1.2%	1.7%	19.6%	0.0%	0.0%	19.1%
Castle Point	Canvey Island	0.0%	0.0%	0.0%	0.0%	2.9%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	South Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		0.0%	0.0%	0.0%	0.0%	2.9%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hockley	0.0%	0.0%	0.0%	0.0%	4.6%	3.3%	24.8%	26.7%	4.7%	30.5%	1.7%	1.5%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.8%	4.1%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%	8.7%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Rochford Total		0.0%	0.0%	0.0%	0.0%	4.6%	3.3%	45.5%	40.7%	4.7%	39.2%	16.9%	1.5%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Southend	Leigh-on-Sea	0.0%	0.0%	1.5%	0.0%	0.0%	7.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.4%
	Other Southend Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Southend-on-Sea town centre	5.0%	3.4%	41.0%	6.9%	28.5%	40.3%	6.0%	23.4%	86.2%	44.7%	66.2%	89.9%	80.6%	5.6%	6.8%	15.7%	0.0%	0.0%	8.9%	4.1%	4.6%	4.2%	0.0%	12.5%
	Westcliff-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.3%
Southend Total		5.0%	3.4%	42.5%	6.9%	28.5%	48.1%	6.0%	24.5%	89.2%	44.7%	66.2%	92.9%	85.1%	6.5%	6.8%	15.7%	0.0%	0.0%	8.9%	5.4%	6.0%	4.2%	0.0%	13.2%
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other Study Area Zones	Zone 17	0.0%	0.0%	0.0%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	12.4%	1.1%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.0%	1.5%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.4%	68.3%	4.1%	0.0%	0.0%	0.0%	2.9%
	Zone 20	6.4%	2.7%	4.4%	8.7%	3.8%	12.1%	23.9%	5.5%	0.0%	0.0%	0.0%	0.0%	2.7%	8.5%	2.0%	10.3%	39.0%	5.9%	20.3%	80.5%	1.8%	0.0%	0.0%	9.4%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.4%
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	18.5%	4.2%	0.0%	0.0%	0.0%	0.0%	19.3%	93.5%	0.0%	26.4%
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	65.2%	12.8%
Other Study Area Zones Total		6.4%	2.7%	4.4%	8.7%	24.7%	12.1%	23.9%	6.8%	0.0%	0.0%	0.0%	0.0%	2.7%	28.0%	34.2%	15.7%	39.0%	31.3%	88.6%	84.5%	34.7%	93.5%	65.2%	53.4%
Outside Study Area	Outside Study Area	3.9%	4.6%	0.0%	1.7%	8.6%	0.0%	0.0%	0.0%	2.3%	2.6%	1.7%	0.0%	0.0%	2.1%	0.0%	0.0%	5.6%	2.6%	1.2%	8.3%	39.7%	2.3%	34.8%	11.7%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q37), excluding don't knows/don't do

Table L8Ab: Family entertainment - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£1.33	£2.51	£1.01	£2.20	£0.73	£1.07	£0.56	£0.47	£0.04	£0.10	£0.51	£0.20	£0.00	£2.45	£1.21	£1.58	£0.88	£1.44	£0.04	£0.17	£2.41	£0.00	£0.00	£20.89
	Billericay town centre	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31
	Laindon town centre	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Other Basildon Destination	£0.00	£0.53	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98
	Pitsea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Basildon Total		£1.33	£3.06	£1.01	£2.38	£0.73	£1.07	£0.56	£0.47	£0.04	£0.10	£0.51	£0.20	£0.00	£2.48	£1.21	£1.58	£1.42	£1.44	£0.04	£0.17	£2.41	£0.00	£0.00	£22.21
Castle Point	Canvey Island	£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Castle Point Total		£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£0.57	£0.47	£0.05	£0.23	£0.06	£0.05	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.87
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Rayleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£0.07	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.07	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£1.04	£0.72	£0.05	£0.30	£0.56	£0.05	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.29
Southend	Leigh-on-Sea	£0.00	£0.00	£0.03	£0.00	£0.00	£0.27	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.53
	Other Southend Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Southend-on-Sea town centre	£0.08	£0.12	£0.78	£0.20	£0.68	£1.40	£0.14	£0.42	£0.85	£0.34	£2.21	£3.16	£2.24	£0.22	£0.14	£0.37	£0.00	£0.00	£0.32	£0.40	£0.57	£2.39	£0.00	£17.03
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.36
Southend Total		£0.08	£0.12	£0.81	£0.20	£0.68	£1.68	£0.14	£0.43	£0.88	£0.34	£2.21	£3.27	£2.36	£0.26	£0.14	£0.37	£0.00	£0.00	£0.32	£0.53	£0.74	£2.39	£0.00	£17.95
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
Other Study Area Zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.25	£0.03	£0.00	£0.00	£0.00	£0.00	£1.03	£0.00	£0.00	£2.15
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£2.42	£0.40	£0.00	£0.00	£0.00	£3.38
	Zone 20	£0.10	£0.09	£0.08	£0.25	£0.09	£0.42	£0.55	£0.10	£0.00	£0.00	£0.00	£0.00	£0.08	£0.34	£0.04	£0.24	£1.00	£0.13	£0.72	£7.95	£0.22	£0.00	£0.00	£12.39
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£0.00	£0.00	£0.64
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.38	£0.10	£0.00	£0.00	£0.00	£0.00	£2.38	£53.32	£0.00	£56.65
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£24.18	£24.20
Other Study Area Zones Total		£0.10	£0.09	£0.08	£0.25	£0.59	£0.42	£0.55	£0.12	£0.00	£0.00	£0.00	£0.00	£0.08	£1.12	£0.70	£0.37	£1.00	£0.68	£3.14	£8.35	£4.27	£53.32	£24.18	£99.42
Outside Study Area	Outside Study Area	£0.06	£0.16	£0.00	£0.05	£0.21	£0.00	£0.00	£0.00	£0.02	£0.02	£0.06	£0.00	£0.00	£0.08	£0.00	£0.00	£0.14	£0.06	£0.04	£0.82	£4.87	£1.33	£12.90	£20.84
	Grand Total	£1.57	£3.43	£1.90	£2.88	£2.39	£3.48	£2.28	£1.78	£0.99	£0.77	£3.34	£3.52	£2.78	£3.99	£2.06	£2.37	£2.56	£2.17	£3.55	£9.88	£12.29	£57.04	£37.08	£164.10

Notes

Product of Table L3Aa (50%) & L2 (50% of recreation and sports)

Table L9A: Recreation turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£2.08	£4.88	£2.01	£3.45	£1.11	£1.17	£0.56	£0.51	£0.04	£0.10	£0.51	£0.20	£0.10	£2.45	£1.25	£2.17	£1.25	£1.63	£0.04	£0.17	£2.57	£0.00	£0.00	£28.25
	Billericay town centre	£0.00	£0.30	£0.00	£1.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.12	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£2.79
	Laindon town centre	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
	Other Basildon destination	£0.00	£1.15	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.74
	Pitsea town centre	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
Basildon Total		£2.42	£6.50	£2.01	£4.98	£1.11	£1.17	£0.56	£0.51	£0.04	£0.10	£0.51	£0.20	£0.10	£2.48	£1.25	£2.17	£2.63	£1.63	£0.04	£0.29	£2.57	£0.00	£0.00	£33.29
Castle Point	Canvey Island	£0.11	£0.00	£0.00	£0.00	£1.41	£1.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.98
	Hadleigh	£0.05	£0.00	£0.00	£0.00	£0.03	£0.05	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.29	£0.68	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.31	£0.14	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
Castle Point Total		£0.16	£0.00	£0.00	£0.00	£2.05	£2.22	£0.11	£0.03	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.80
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£0.94	£0.70	£0.05	£0.41	£0.06	£0.28	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.87
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.26	£0.02	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
	Rayleigh	£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£0.83	£0.72	£0.00	£0.01	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.00
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02	£0.42	£0.32	£0.55	£0.51	£0.26	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.18
Rochford Total		£0.00	£0.00	£0.00	£0.05	£0.15	£0.28	£2.97	£2.09	£0.42	£0.98	£0.56	£0.54	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.55
Southend	Leigh-on-Sea	£0.00	£0.00	£0.03	£0.00	£0.00	£0.61	£0.00	£0.02	£0.03	£0.00	£0.00	£0.46	£0.39	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£1.74
	Other Southend Destination	£0.03	£0.00	£0.70	£0.11	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.19	£0.00	£0.55	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£2.52
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58
	Southend-on-Sea town centre	£0.35	£0.12	£0.83	£0.20	£0.68	£1.53	£0.33	£0.49	£1.20	£0.43	£4.58	£4.84	£2.98	£0.22	£0.14	£0.37	£0.00	£0.00	£0.32	£0.40	£0.57	£2.39	£0.00	£22.97
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£1.01	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£1.53
Southend Total		£0.38	£0.12	£1.55	£0.31	£0.68	£2.14	£0.33	£0.51	£1.26	£0.43	£5.56	£6.31	£4.10	£0.26	£0.14	£0.37	£0.04	£0.88	£0.32	£0.53	£0.74	£2.39	£0.00	£29.35
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.49
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£0.50	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.39
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.55	£0.50	£0.53	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.71
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.37	£0.00	£7.48
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.55	£2.62	£2.02	£1.74	£0.00	£0.00	£0.00	£0.00	£0.00	£7.37	£0.00	£14.32
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.05	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.26	£0.25	£0.03	£1.09	£0.06	£0.00	£0.00	£6.20	£0.00	£0.00	£9.44
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.04	£0.00	£0.00	£0.00	£0.00	£0.59
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	£5.17	£0.52	£0.00	£0.00	£0.69	£7.18
	Zone 20	£0.10	£0.09	£0.08	£0.25	£0.09	£0.42	£0.55	£0.10	£0.00	£0.00	£0.00	£0.00	£0.08	£0.34	£0.04	£0.24	£1.17	£0.13	£1.15	£16.97	£0.22	£0.00	£0.00	£22.02
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.62	£0.00	£0.00	£5.62
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.03	£0.00	£0.00	£0.00	£0.00	£0.94	£0.38	£0.10	£0.04	£0.00	£0.00	£0.46	£2.38	£92.73	£0.00	£97.07
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£50.08	£50.10
Other study area zones Total		£0.10	£0.09	£0.08	£0.30	£0.59	£0.50	£0.55	£0.12	£0.03	£0.00	£0.00	£0.00	£0.08	£2.54	£0.70	£0.37	£2.30	£1.45	£6.36	£17.95	£14.42	£92.73	£50.77	£192.02
Outside Study Area	Outside Study Area	£0.06	£0.16	£0.15	£0.14	£0.21	£0.65	£0.05	£0.26	£0.23	£0.02	£0.06	£0.00	£0.00	£0.08	£0.00	£0.07	£0.14	£0.38	£0.38	£0.98	£6.85	£11.61	£23.40	£45.88
	Grand Total	£3.13	£6.87	£3.80	£5.77	£4.79	£6.97	£4.57	£3.55	£1.98	£1.54	£6.68	£7.04	£5.56	£7.98	£4.11	£4.73	£5.12	£4.35	£7.10	£19.76	£24.58	£114.08	£74.17	£328.21

Notes
Tables L7Ab + L8Ab

Table L10Aa: Games of chance - market share 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	27.6%	46.9%	18.7%	0.0%	6.9%	4.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	30.9%	8.7%	5.1%	39.2%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	5.1%
	Billericay town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Laindon town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Basildon Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Pitsea town centre	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Basildon Total		34.6%	46.9%	18.7%	0.0%	6.9%	4.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	30.9%	8.7%	5.1%	39.2%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	5.3%
Castle Point	Canvey Island	3.5%	0.0%	0.0%	0.0%	68.5%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
	Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	South Benfleet	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		3.5%	0.0%	0.0%	0.0%	72.7%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rochford Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	52.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Southend	Leigh-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Southend Destination	0.0%	0.0%	44.1%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Southend-on-Sea town centre	48.6%	53.1%	37.2%	100.0%	20.5%	55.0%	100.0%	32.0%	94.3%	91.5%	80.9%	51.8%	83.0%	44.8%	0.0%	73.1%	0.0%	12.1%	8.9%	67.7%	0.0%	6.5%	0.0%	28.1%
	Westcliff-on-Sea	13.2%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	6.5%	0.0%	8.5%	11.9%	43.8%	17.0%	0.0%	11.9%	0.0%	0.0%	36.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Southend Total		61.8%	53.1%	81.3%	100.0%	20.5%	65.8%	100.0%	38.5%	100.0%	100.0%	96.8%	100.0%	100.0%	44.8%	11.9%	73.1%	0.0%	48.2%	8.9%	67.7%	0.0%	6.5%	0.0%	32.9%
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.6%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Other study area zones	Zone 17	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.6%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.5%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.0%	31.6%	0.0%	0.0%	0.0%	0.0%	1.4%
	Zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	0.0%	27.8%	14.3%	0.0%	0.0%	0.0%	1.4%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	25.0%	15.1%	15.5%	0.0%	0.0%	0.0%	0.0%	93.5%	0.0%	29.4%
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	49.3%	9.2%
Other study area zones Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	25.0%	15.1%	60.8%	36.0%	59.4%	14.3%	8.8%	93.5%	49.3%	41.9%
Outside Study Area	Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	54.4%	0.0%	0.0%	15.8%	27.8%	18.1%	91.2%	0.0%	50.7%	15.4%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q37), excluding don't knows/don't do

Table L10Ab: Games of chance - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£1.86	£5.43	£0.90	£0.00	£0.54	£0.38	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£3.07	£0.53	£0.40	£1.60	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£15.32
	Billericay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Laindon town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Basildon Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Pitsea town centre	£0.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.48
Basildon Total		£2.34	£5.43	£0.90	£0.00	£0.54	£0.38	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£3.07	£0.53	£0.40	£1.60	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£15.80
Castle Point	Canvey Island	£0.24	£0.00	£0.00	£0.00	£5.41	£2.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.33
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Castle Point Total		£0.24	£0.00	£0.00	£0.00	£5.74	£2.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.66
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22
	Rayleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.96	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.96
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.18
Southend	Leigh-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Southend Destination	£0.00	£0.00	£2.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.74
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36
	Southend-on-Sea town centre	£3.29	£6.16	£1.79	£4.99	£1.62	£4.93	£4.78	£1.34	£2.81	£1.47	£7.24	£5.24	£6.02	£4.46	£0.00	£5.78	£0.00	£0.52	£0.74	£14.34	£0.00	£6.44	£0.00	£83.95
	Westcliff-on-Sea	£0.89	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.27	£0.00	£0.14	£1.07	£4.43	£1.23	£0.00	£0.72	£0.00	£0.00	£1.55	£0.00	£0.00	£0.00	£0.00	£0.00	£11.28
Southend Total		£4.18	£6.16	£3.92	£4.99	£1.62	£5.90	£4.78	£1.61	£2.99	£1.61	£8.67	£10.11	£7.25	£4.46	£0.72	£5.78	£0.00	£2.08	£0.74	£14.34	£0.00	£6.44	£0.00	£98.33
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.32
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.08
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04	£0.00	£0.00	£0.00	£2.02	£0.00	£0.00	£3.06
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£2.62	£0.00	£0.00	£0.00	£0.00	£4.18
	Zone 20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80	£0.00	£2.30	£3.02	£0.00	£0.00	£0.00	£6.13
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.87	£1.52	£1.19	£0.63	£0.00	£0.00	£0.00	£0.00	£92.16	£0.00	£96.37
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£35.35	£35.35
Other study area zones Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.87	£1.52	£1.19	£2.47	£1.55	£4.92	£3.02	£2.02	£92.16	£35.35	£145.09
Outside Study Area	Outside Study Area	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.31	£0.00	£0.00	£0.68	£2.30	£3.83	£20.86	£0.00	£36.40	£67.78
	Grand Total	£6.75	£11.59	£4.82	£4.99	£7.90	£8.97	£4.78	£4.18	£2.99	£1.61	£8.95	£10.11	£7.25	£9.95	£6.08	£7.90	£4.07	£4.32	£8.29	£21.19	£22.88	£98.60	£71.74	£339.91

Notes

Product of Table L3Aa & L2A

Table L11A: Leisure summary 2016 by local authority

	Turnover 2016 (£M)					Market shares			
	A3-5	Cinema	Recreation	Games of chance	Total	A3-5	Cinema	Recreation	Games of chance
South Essex									
Turnover derived from South Essex zones	£434.90	£29.01	£70.87	£101.53	£636.30	74.9%	64.9%	78.5%	79.9%
Turnover derived from elsewhere in study area	£146.05	£15.71	£19.44	£25.52	£206.72	25.1%	35.1%	21.5%	20.1%
Leakage from South Essex zones	£110.41	£4.53	£13.31	£11.36	£139.61	21.4%	14.4%	16.8%	10.4%
Basildon									
Turnover derived from Basildon zones	£91.15	£6.82	£15.92	£8.67	£122.55	70.7%	42.0%	47.8%	54.9%
Turnover derived from elsewhere in study area	£37.70	£9.41	£17.37	£7.13	£71.62	29.3%	58.0%	52.2%	45.1%
Leakage from Basildon zones	£36.56	£0.89	£3.65	£19.48	£60.58	28.6%	11.5%	18.6%	69.2%
Castle Point									
Turnover derived from Castle Point zones	£31.82	£1.60	£4.26	£8.43	£46.11	94.2%	66.2%	88.8%	97.3%
Turnover derived from elsewhere in study area	£1.95	£0.82	£0.54	£0.24	£3.54	5.8%	33.8%	11.2%	2.7%
Leakage from Castle Point zones	£46.96	£3.28	£7.49	£8.44	£66.17	59.6%	67.3%	63.7%	50.0%
Rochford									
Turnover derived from Rochford zones	£48.38	£0.00	£6.47	£2.18	£57.03	72.4%	0.0%	75.7%	100.0%
Turnover derived from elsewhere in study area	£18.42	£0.00	£2.08	£0.00	£20.50	27.6%	0.0%	24.3%	0.0%
Leakage from Rochford zones	£23.57	£4.60	£5.16	£11.38	£44.71	32.8%	100.0%	44.4%	83.9%
Southend									
Turnover derived from Southend zones	£112.07	£6.42	£15.96	£26.03	£160.48	61.7%	62.0%	54.4%	26.5%
Turnover derived from elsewhere in study area	£69.56	£3.93	£13.38	£72.30	£159.18	38.3%	38.0%	45.6%	73.5%
Leakage from Southend zones	£16.30	£1.55	£3.32	£0.28	£21.46	12.7%	19.5%	17.2%	1.1%
Thurrock									
Turnover derived from Thurrock zones	£49.31	£4.07	£6.38	£2.08	£61.83	29.0%	25.9%	44.5%	100.0%
Turnover derived from elsewhere in study area	£120.58	£11.66	£7.94	£0.00	£140.18	71.0%	74.1%	55.5%	0.0%
Leakage from Thurrock zones	£59.91	£2.31	£10.45	£21.85	£94.52	54.9%	36.2%	62.1%	91.3%

Notes

Derived from Tables L5A, L6Ab, L9A & L10Ab

Table L1B: Leisure expenditure per capita

Restaurants, cafes

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£370.00	£432.00	£580.00	£706.00	£491.00	£575.00	£624.00	£582.00	£479.00	£614.00	£491.00	£467.00	£586.00	£483.00	£439.00	£483.00	£756.00	£619.00	£580.00	£603.00	£667.00	£477.00	£558.00
2016	£377.03	£440.21	£591.02	£719.41	£500.33	£585.93	£635.86	£593.06	£488.10	£625.67	£500.33	£475.87	£597.13	£492.18	£447.34	£492.18	£770.36	£630.76	£591.02	£614.46	£679.67	£486.06	£568.60
2021	£394.67	£460.81	£618.68	£753.08	£523.74	£613.34	£665.61	£620.81	£510.94	£654.94	£523.74	£498.14	£625.08	£515.21	£468.27	£515.21	£806.41	£660.28	£618.68	£643.21	£711.48	£508.81	£595.21
2026	£423.50	£494.47	£663.87	£808.09	£562.00	£658.14	£714.23	£666.16	£548.26	£702.78	£562.00	£534.53	£670.73	£552.84	£502.48	£552.84	£865.32	£708.51	£663.87	£690.19	£763.45	£545.97	£638.69
2031	£456.23	£532.68	£715.17	£870.54	£605.43	£709.01	£769.43	£717.64	£590.63	£757.10	£605.43	£575.84	£722.57	£595.57	£541.31	£595.57	£932.19	£763.26	£715.17	£743.53	£822.45	£588.17	£688.05
2034	£477.07	£557.01	£747.84	£910.30	£633.09	£741.39	£804.57	£750.42	£617.61	£791.68	£633.09	£602.14	£755.58	£622.77	£566.04	£622.77	£974.77	£798.13	£747.84	£777.50	£860.02	£615.04	£719.48
2037	£498.86	£582.46	£782.00	£951.89	£662.01	£775.26	£841.33	£784.70	£645.83	£827.84	£662.01	£629.65	£790.09	£651.22	£591.89	£651.22	£1,019.30	£834.58	£782.00	£813.01	£899.30	£643.13	£752.34

Pubs / bars / nightclubs / music venues

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£188.00	£204.00	£260.00	£288.00	£235.00	£259.00	£270.00	£266.00	£225.00	£279.00	£221.00	£220.00	£262.00	£229.00	£206.00	£232.00	£308.00	£278.00	£261.00	£264.00	£279.00	£215.00	£267.00
2016	£191.57	£207.88	£264.94	£293.47	£239.47	£263.92	£275.13	£271.05	£229.28	£284.30	£225.20	£224.18	£266.98	£233.35	£209.91	£236.41	£313.85	£283.28	£265.96	£269.02	£284.30	£219.09	£272.07
2021	£200.54	£217.60	£277.34	£307.21	£250.67	£276.27	£288.01	£283.74	£240.00	£297.61	£235.74	£234.67	£279.47	£244.27	£219.74	£247.47	£328.54	£296.54	£278.40	£281.60	£297.61	£229.34	£284.80
2026	£215.18	£233.50	£297.60	£329.64	£268.98	£296.45	£309.04	£304.46	£257.53	£319.34	£252.96	£251.81	£299.88	£262.11	£235.79	£265.55	£352.54	£318.20	£298.74	£302.17	£319.34	£246.09	£305.61
2031	£231.81	£251.54	£320.60	£355.12	£289.77	£319.36	£332.93	£327.99	£277.44	£344.02	£272.51	£271.27	£323.06	£282.37	£254.01	£286.07	£379.78	£342.79	£321.83	£325.53	£344.02	£265.11	£329.23
2034	£242.40	£263.03	£335.24	£371.34	£303.00	£333.95	£348.13	£342.98	£290.11	£359.74	£284.95	£283.66	£337.82	£295.27	£265.61	£299.14	£397.13	£358.45	£336.53	£340.40	£359.74	£277.22	£344.27
2037	£253.48	£275.05	£350.55	£388.30	£316.85	£349.20	£364.04	£358.64	£303.36	£376.17	£297.97	£296.62	£353.25	£308.76	£277.75	£312.80	£415.27	£374.82	£351.90	£355.95	£376.17	£289.88	£359.99

Cinemas and theatres

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£30.63	£36.27	£51.40	£67.54	£43.92	£52.55	£58.12	£53.97	£43.34	£57.99	£44.63	£42.35	£52.55	£41.79	£37.60	£41.47	£73.14	£58.43	£52.03	£56.81	£62.73	£43.10	£66.03
2016	£31.21	£36.96	£52.38	£68.82	£44.75	£53.55	£59.22	£55.00	£44.16	£59.09	£45.48	£43.15	£53.55	£42.58	£38.31	£42.26	£74.53	£59.54	£53.02	£57.89	£63.92	£43.92	£67.28
2021	£32.67	£38.69	£54.83	£72.04	£46.85	£56.05	£62.00	£57.57	£46.23	£61.86	£47.61	£45.17	£56.05	£44.58	£40.11	£44.24	£78.02	£62.33	£55.50	£60.60	£66.91	£45.97	£70.43
2026	£35.06	£41.51	£58.83	£77.31	£50.27	£60.15	£66.52	£61.77	£49.61	£66.38	£51.08	£48.47	£60.15	£47.83	£43.04	£47.47	£83.72	£66.88	£59.55	£65.02	£71.80	£49.33	£75.58
2031	£37.77	£44.72	£63.38	£83.28	£54.16	£64.80	£71.67	£66.55	£53.44	£71.51	£55.03	£52.22	£64.80	£51.53	£46.36	£51.13	£90.19	£72.05	£64.16	£70.05	£77.35	£53.14	£81.42
2034	£39.49	£46.77	£66.27	£87.08	£56.63	£67.76	£74.94	£69.59	£55.88	£74.77	£57.55	£54.61	£67.76	£53.88	£48.48	£53.47	£94.31	£75.34	£67.09	£73.25	£80.88	£55.57	£85.14
2037	£41.30	£48.90	£69.30	£91.06	£59.22	£70.85	£78.36	£72.77	£58.43	£78.19	£60.17	£57.10	£70.85	£56.34	£50.70	£55.91	£98.61	£78.78	£70.15	£76.60	£84.58	£58.11	£89.03

Games of chance

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£166.00	£157.00	£165.00	£148.00	£170.00	£166.00	£157.00	£159.00	£157.00	£159.00	£146.00	£145.00	£167.00	£147.00	£139.00	£172.00	£148.00	£154.00	£160.00	£148.00	£148.00	£121.00	£148.00
2016	£169.15	£159.98	£168.14	£150.81	£173.23	£169.15	£159.98	£162.02	£159.98	£162.02	£148.77	£147.76	£170.17	£149.79	£141.64	£175.27	£150.81	£156.93	£163.04	£150.81	£150.81	£123.30	£150.81
2021	£177.07	£167.47	£176.00	£157.87	£181.34	£177.07	£167.47	£169.60	£167.47	£169.60	£155.74	£154.67	£178.14	£156.80	£148.27	£183.47	£157.87	£164.27	£170.67	£157.87	£157.87	£129.07	£157.87
2026	£190.00	£179.70	£188.86	£169.40	£194.58	£190.00	£179.70	£181.99	£179.70	£181.99	£167.11	£165.97	£191.15	£168.26	£159.10	£196.87	£169.40	£176.27	£183.14	£169.40	£169.40	£138.50	£169.40
2031	£204.69	£193.59	£203.45	£182.49	£209.62	£204.69	£193.59	£196.06	£193.59	£196.06	£180.03	£178.79	£205.92	£181.26	£171.40	£212.09	£182.49	£189.89	£197.29	£182.49	£182.49	£149.20	£182.49
2034	£214.04	£202.43	£212.75	£190.83	£219.19	£214.04	£202.43	£205.01	£202.43	£205.01	£188.25	£186.96	£215.33	£189.54	£179.22	£221.77	£190.83	£198.56	£206.30	£190.83	£190.83	£156.02	£190.83
2037	£223.81	£211.68	£222.47	£199.55	£229.21	£223.81	£211.68	£214.38	£211.68	£214.38	£196.85	£195.50	£225.16	£198.20	£187.41	£231.90	£199.55	£207.63	£215.72	£199.55	£199.55	£163.14	£199.55

Recreational and sporting services

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23
2015	£77.00	£93.00	£130.00	£171.00	£103.00	£129.00	£150.00	£135.00	£104.00	£152.00	£109.00	£101.00	£128.00	£118.00	£94.00	£103.00	£186.00	£155.00	£137.00	£138.00	£159.00	£140.00	£153.00
2016	£78.46	£94.77	£132.47	£174.25	£104.96	£131.45	£152.85	£137.57	£105.98	£154.89	£111.07	£102.92	£130.43	£120.24	£95.79	£104.96	£189.53	£157.95	£139.60	£140.62	£162.02	£142.66	£155.91
2021	£82.13	£99.20	£138.67	£182.40	£109.87	£137.60	£160.00	£144.00	£110.94	£162.14	£116.27	£107.74	£136.54	£125.87	£100.27	£109.87	£198.40	£165.34	£146.14	£147.20	£169.60	£149.34	£163.20
2026	£88.13	£106.45	£148.80	£195.73	£117.89	£147.65	£171.69	£154.52	£119.04	£173.98	£124.76	£115.60	£146.51	£135.06	£107.59	£117.89	£212.90	£177.41	£156.81	£157.95	£181.99	£160.24	£175.12
2031	£94.95	£114.67	£160.30	£210.85	£127.00	£159.06	£184.96	£166.46	£128.24	£187.42	£134.40	£124.54	£157.83	£145.50	£115.91	£127.00	£229.35	£191.12	£168.93	£170.16	£196.06	£172.63	£188.66
2034	£99.28	£119.91	£167.62	£220.48	£132.81	£166.33	£193.41	£174.07	£134.10	£195.99	£140.54	£130.23	£165.04	£152.15	£121.20	£132.81	£239.83	£199.85	£176.65	£177.93	£205.01	£180.51	£197.28
2037	£103.82	£125.39	£175.28	£230.56	£138.87	£173.93	£202.24	£182.02	£140.22	£204.94	£146.96	£136.18	£172.58	£159.10	£126.74	£138.87	£250.78	£208.98	£184.71	£186.06	£214.38	£188.76	£206.29

Notes

Prices 2015

Per capita expenditure by zone derived from Experian Retail Planner 2016 (MMG GIS)

Restaurants & café = MMG3 Restaurant and café meals

Pubs/bars/nightclubs/music venues = MMG3 Alcoholic drinks (away from home) + Admissions to clubs, dances, discos, bingo

Cinemas & theatres = MMG3 Cinemas + Live entertainment (theatre, concerts, shows)

Games of chance = MMG3 Games of chance

Recreational and sporting services = MMG3 Recreational and sporting services + Subscriptions for leisure activities and other subscriptions

Table L2B: Leisure expenditure (£M)

Restaurants, cafes

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£14.67	£31.08	£16.50	£23.26	£22.30	£30.34	£18.59	£14.95	£8.89	£6.06	£29.33	£31.69	£24.81	£31.78	£18.60	£21.58	£20.28	£16.92	£29.35	£84.17	£100.32	£375.47	£262.91	£1,234
2016	£14.98	£31.74	£16.84	£23.75	£22.81	£31.04	£18.98	£15.26	£9.08	£6.19	£29.94	£32.35	£25.32	£32.65	£19.11	£22.17	£20.80	£17.36	£30.05	£86.33	£103.13	£388.70	£270.49	£1,269
2021	£16.17	£34.24	£18.17	£25.62	£24.06	£32.75	£20.71	£16.65	£9.91	£6.76	£32.58	£35.20	£27.55	£35.87	£21.00	£24.36	£22.53	£18.80	£32.29	£93.55	£113.10	£437.89	£296.81	£1,397
2026	£17.93	£38.41	£20.38	£28.74	£26.05	£35.45	£22.66	£18.22	£10.84	£7.39	£36.89	£39.85	£31.20	£40.79	£23.87	£27.70	£25.23	£20.92	£35.82	£104.22	£128.31	£506.74	£335.17	£1,583
2031	£20.24	£43.23	£22.94	£32.35	£28.72	£39.08	£25.22	£20.28	£12.07	£8.23	£41.17	£44.48	£34.82	£46.92	£27.46	£31.86	£28.07	£23.16	£39.63	£115.53	£144.31	£576.08	£374.93	£1,781
2034	£21.78	£46.61	£24.74	£34.88	£30.50	£41.50	£26.98	£21.69	£12.91	£8.80	£44.16	£47.71	£37.35	£51.31	£30.03	£34.85	£29.83	£24.67	£42.03	£122.81	£154.69	£624.24	£401.21	£1,915
2037	£23.51	£49.79	£26.42	£37.26	£32.27	£43.91	£28.65	£23.04	£13.71	£9.35	£46.99	£50.77	£39.74	£55.42	£32.44	£37.64	£31.43	£25.99	£44.28	£129.38	£162.96	£657.62	£422.66	£2,025

Pubs / bars / nightclubs / music venues

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£7.46	£14.68	£7.39	£9.49	£10.67	£13.67	£8.04	£6.83	£4.18	£2.76	£13.20	£14.93	£11.09	£15.07	£8.73	£10.37	£8.26	£7.60	£13.21	£36.85	£41.96	£169.24	£125.80	£561.47
2016	£7.61	£14.99	£7.55	£9.69	£10.91	£13.98	£8.21	£6.98	£4.27	£2.81	£13.48	£15.24	£11.32	£15.48	£8.97	£10.65	£8.47	£7.80	£13.52	£37.79	£43.14	£175.20	£129.43	£577.48
2021	£8.21	£16.17	£8.15	£10.45	£11.52	£14.75	£8.96	£7.61	£4.65	£3.07	£14.66	£16.58	£12.32	£17.01	£9.85	£11.70	£9.18	£8.44	£14.53	£40.96	£47.31	£197.37	£142.02	£635.48
2026	£9.11	£17.93	£9.03	£11.59	£12.43	£15.92	£9.71	£8.25	£5.04	£3.33	£16.41	£18.56	£13.79	£19.06	£11.04	£13.12	£10.21	£9.34	£16.03	£45.36	£53.19	£225.76	£159.10	£713.29
2031	£10.28	£20.24	£10.20	£13.09	£13.71	£17.56	£10.84	£9.21	£5.63	£3.71	£18.39	£20.80	£15.45	£21.97	£12.73	£15.12	£11.37	£10.34	£17.74	£50.30	£59.85	£257.02	£178.11	£803.66
2034	£11.07	£21.79	£10.98	£14.08	£14.51	£18.58	£11.57	£9.83	£6.01	£3.96	£19.70	£22.27	£16.55	£23.94	£13.87	£16.47	£12.09	£11.01	£18.82	£53.51	£64.20	£278.70	£190.70	£864.20
2037	£11.94	£23.51	£11.85	£15.20	£15.44	£19.78	£12.40	£10.53	£6.44	£4.25	£21.15	£23.92	£17.77	£26.28	£15.22	£18.08	£12.80	£11.67	£19.92	£56.64	£68.17	£296.41	£202.24	£921.62

Cinemas and theatres

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£1.21	£2.61	£1.46	£2.23	£1.99	£2.77	£1.73	£1.39	£0.80	£0.57	£2.67	£2.87	£2.22	£2.75	£1.59	£1.85	£1.96	£1.60	£2.63	£7.93	£9.43	£33.93	£31.11	£119
2016	£1.24	£2.66	£1.49	£2.27	£2.04	£2.84	£1.77	£1.42	£0.82	£0.58	£2.72	£2.93	£2.27	£2.82	£1.64	£1.90	£2.01	£1.64	£2.70	£8.13	£9.70	£35.12	£32.01	£123
2021	£1.34	£2.88	£1.61	£2.45	£2.15	£2.99	£1.93	£1.54	£0.90	£0.64	£2.96	£3.19	£2.47	£3.10	£1.80	£2.09	£2.18	£1.77	£2.90	£8.81	£10.64	£39.57	£35.12	£135
2026	£1.48	£3.19	£1.79	£2.72	£2.32	£3.23	£2.09	£1.67	£0.97	£0.69	£3.31	£3.57	£2.77	£3.48	£2.02	£2.34	£2.42	£1.96	£3.20	£9.76	£11.96	£45.26	£39.35	£152
2031	£1.68	£3.60	£2.02	£3.07	£2.56	£3.56	£2.33	£1.87	£1.08	£0.77	£3.71	£4.00	£3.10	£4.01	£2.32	£2.70	£2.70	£2.17	£3.54	£10.83	£13.46	£51.52	£44.05	£171
2034	£1.80	£3.87	£2.17	£3.30	£2.71	£3.77	£2.49	£1.99	£1.16	£0.82	£3.98	£4.29	£3.32	£4.37	£2.53	£2.94	£2.87	£2.31	£3.75	£11.51	£14.44	£55.87	£47.16	£183
2037	£1.95	£4.18	£2.34	£3.56	£2.89	£4.01	£2.67	£2.14	£1.24	£0.88	£4.27	£4.60	£3.56	£4.80	£2.78	£3.23	£3.04	£2.45	£3.97	£12.19	£15.33	£59.42	£50.02	£196

Games of chance

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£6.58	£11.30	£4.69	£4.88	£7.72	£8.76	£4.68	£4.08	£2.91	£1.57	£8.72	£9.84	£7.07	£9.67	£5.89	£7.69	£3.97	£4.21	£8.10	£20.66	£22.26	£95.24	£69.73	£330
2016	£6.72	£11.53	£4.79	£4.98	£7.90	£8.96	£4.78	£4.17	£2.98	£1.60	£8.90	£10.04	£7.22	£9.94	£6.05	£7.90	£4.07	£4.32	£8.29	£21.19	£22.88	£98.60	£71.74	£340
2021	£7.25	£12.45	£5.17	£5.37	£8.33	£9.45	£5.21	£4.55	£3.25	£1.75	£9.69	£10.93	£7.85	£10.92	£6.65	£8.68	£4.41	£4.68	£8.91	£22.96	£25.09	£111.08	£78.72	£373
2026	£8.04	£13.80	£5.73	£5.96	£8.99	£10.20	£5.65	£4.93	£3.52	£1.90	£10.84	£12.23	£8.79	£12.24	£7.45	£9.73	£4.91	£5.17	£9.83	£25.43	£28.21	£127.05	£88.19	£419
2031	£9.08	£15.58	£6.47	£6.72	£9.92	£11.25	£6.30	£5.50	£3.93	£2.12	£12.15	£13.71	£9.85	£14.11	£8.59	£11.21	£5.46	£5.73	£10.88	£28.20	£31.75	£144.65	£98.73	£472
2034	£9.77	£16.77	£6.97	£7.24	£10.50	£11.91	£6.73	£5.88	£4.19	£2.26	£13.01	£14.68	£10.55	£15.37	£9.36	£12.21	£5.81	£6.10	£11.54	£30.00	£34.06	£156.85	£105.71	£507
2037	£10.55	£18.10	£7.52	£7.81	£11.17	£12.68	£7.21	£6.30	£4.49	£2.42	£13.97	£15.76	£11.33	£16.87	£10.27	£13.40	£6.15	£6.46	£12.21	£31.75	£36.16	£166.82	£112.10	£542

Recreational and sporting services

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
2015	£3.05	£6.69	£3.70	£5.63	£4.68	£6.81	£4.47	£3.47	£1.93	£1.50	£6.51	£6.85	£5.42	£7.76	£3.98	£4.60	£4.99	£4.24	£6.93	£19.26	£23.91	£110.20	£72.09	£319
2016	£3.12	£6.83	£3.78	£5.75	£4.78	£6.96	£4.56	£3.54	£1.97	£1.53	£6.65	£7.00	£5.53	£7.98	£4.09	£4.73	£5.12	£4.35	£7.10	£19.76	£24.58	£114.08	£74.17	£328
2021	£3.36	£7.37	£4.07	£6.21	£5.05	£7.35	£4.98	£3.86	£2.15	£1.67	£7.23	£7.61	£6.02	£8.76	£4.50	£5.20	£5.54	£4.71	£7.63	£21.41	£26.96	£128.52	£81.38	£362
2026	£3.73	£8.17	£4.52	£6.88	£5.45	£7.93	£5.39	£4.19	£2.33	£1.81	£8.10	£8.52	£6.74	£9.82	£5.04	£5.82	£6.17	£5.21	£8.41	£23.71	£30.31	£147.01	£91.17	£406
2031	£4.21	£9.23	£5.10	£7.77	£6.01	£8.74	£6.02	£4.67	£2.60	£2.02	£9.07	£9.55	£7.55	£11.32	£5.81	£6.71	£6.86	£5.77	£9.31	£26.30	£34.11	£167.36	£102.06	£458
2034	£4.53	£9.93	£5.49	£8.36	£6.36	£9.25	£6.43	£4.99	£2.78	£2.16	£9.71	£10.22	£8.08	£12.33	£6.33	£7.31	£7.30	£6.14	£9.88	£27.97	£36.59	£181.48	£109.28	£493
2037	£4.89	£10.72	£5.92	£9.02	£6.77	£9.85	£6.89	£5.34	£2.98	£2.31	£10.43	£10.98	£8.68	£13.54	£6.95	£8.03	£7.73	£6.51	£10.46	£29.61	£38.85	£193.01	£115.89	£525

Notes

Product of Table B and Table L1B

Table L3Ba: Restaurants and café market shares

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	66.3%	57.7%	30.9%	5.3%	19.2%	6.5%	1.5%	1.0%	0.0%	8.2%	0.0%	0.0%	0.0%	6.9%	1.1%	22.7%	7.4%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
	Billericay town centre	2.5%	17.2%	10.4%	81.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	5.8%	32.5%	14.1%	0.0%	0.8%	0.7%	0.0%	0.0%	2.9%
	Landon town centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Basildon Destination	2.4%	1.9%	0.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Pitsea town centre	2.7%	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Basildon Total		73.9%	78.4%	42.7%	89.1%	19.2%	6.5%	1.5%	1.0%	0.0%	8.2%	0.0%	0.0%	0.0%	8.4%	1.1%	28.5%	39.9%	22.9%	0.0%	0.8%	0.7%	0.0%	0.0%	8.2%
Castle Point	Canvey Island town centre	0.0%	0.0%	0.0%	0.0%	24.0%	13.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Hadleigh town centre	2.4%	0.0%	0.0%	0.0%	2.3%	9.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	South Benfleet town centre	0.0%	0.0%	0.0%	0.0%	10.9%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Tarpots shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		2.4%	0.0%	0.0%	0.0%	37.2%	26.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hockley town centre	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	18.3%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Hullbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Rochford destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	4.7%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Rayleigh town centre	0.0%	0.0%	4.6%	0.0%	5.4%	13.0%	54.7%	60.1%	0.0%	13.4%	8.7%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
	Rochford town centre	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.8%	1.6%	25.3%	13.6%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Rochford Total		0.0%	0.5%	4.6%	0.0%	6.8%	13.0%	74.9%	80.2%	29.2%	31.7%	8.7%	1.6%	10.2%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
Southend	Leigh-on-sea town centre	0.0%	1.1%	0.9%	0.0%	1.6%	29.0%	9.7%	0.8%	5.9%	1.6%	10.4%	22.4%	54.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
	Other Southend destinations	1.4%	1.9%	28.3%	2.5%	8.4%	1.8%	0.0%	0.8%	0.0%	1.6%	1.7%	0.8%	0.8%	0.7%	0.6%	0.0%	3.5%	18.6%	0.7%	0.0%	0.0%	0.9%	0.0%	1.4%
	Shoeburyness town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	4.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Southend-on-sea town centre	4.6%	3.8%	3.5%	0.0%	14.5%	16.9%	10.8%	9.5%	59.0%	43.5%	62.5%	63.5%	33.2%	0.7%	0.0%	0.8%	1.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%
	Westcliffe-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	2.2%	1.6%	1.0%	9.3%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Southend Total		6.0%	6.8%	32.6%	2.5%	24.5%	49.5%	20.5%	11.1%	70.0%	48.4%	79.9%	96.8%	89.8%	1.4%	0.6%	0.8%	4.5%	20.7%	0.7%	0.0%	0.0%	0.9%	0.0%	11.0%
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Grays main centre	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	13.7%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Lakeside main centre	3.9%	0.6%	2.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	45.3%	46.7%	30.8%	0.0%	0.0%	2.5%	0.0%	0.7%	30.1%	0.0%	12.4%
	Other Thurrock destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	14.8%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	South Ockendon local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Thurrock Total		7.0%	0.6%	2.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	60.9%	83.8%	60.1%	0.0%	0.0%	2.5%	0.0%	0.7%	30.1%	0.0%	14.1%
Other study area zones	Zone 17	0.0%	3.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%	0.0%	0.0%	11.6%	1.6%	0.0%	32.2%	0.8%	0.0%	2.8%	30.5%	2.3%	0.0%	4.0%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Zone 19	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	68.2%	0.0%	0.0%	0.0%	1.2%	1.9%
	Zone 20	2.1%	2.5%	10.3%	0.9%	2.1%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	11.9%	29.2%	23.7%	91.3%	0.0%	0.0%	0.0%	7.5%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	43.0%	0.0%	0.0%	3.1%
	Zone 22	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	7.4%	0.0%	0.0%	0.0%	10.4%	5.9%	6.6%	4.7%	0.0%	0.0%	0.0%	0.0%	49.4%	0.0%	16.1%
	Zone 23	0.0%	0.0%	1.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	75.0%	15.2%
Other study area zones Total		2.1%	6.0%	12.6%	1.8%	3.8%	0.0%	0.0%	5.5%	0.8%	8.7%	0.0%	0.0%	0.0%	21.9%	9.3%	8.3%	50.1%	48.8%	91.9%	94.1%	74.4%	51.8%	76.2%	47.9%
Outside Study Area	Outside Study Area	8.6%	7.7%	5.0%	5.1%	8.5%	4.9%	3.2%	2.1%	0.0%	3.0%	10.5%	0.8%	0.0%	7.4%	5.3%	2.4%	5.5%	5.4%	4.9%	5.1%	24.3%	17.3%	23.8%	14.1%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q33), excluding don't knows/don't do

Table L3Bb: Restaurants and café - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£9.93	£18.31	£5.21	£1.26	£4.37	£2.00	£0.28	£0.16	£0.00	£0.51	£0.00	£0.00	£0.00	£2.26	£0.21	£5.03	£1.53	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£52.06
	Billericay town centre	£0.37	£5.45	£1.75	£19.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£1.28	£6.77	£2.45	£0.00	£0.65	£0.68	£0.00	£0.00	£38.97
	Landon town centre	£0.00	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53
	Other Basildon Destination	£0.36	£0.61	£0.12	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£2.24
	Pitsea town centre	£0.41	£0.16	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68
Basildon Total		£11.07	£24.88	£7.19	£21.15	£4.37	£2.00	£0.28	£0.16	£0.00	£0.51	£0.00	£0.00	£0.00	£2.73	£0.21	£6.31	£8.30	£3.98	£0.00	£0.65	£0.68	£0.00	£0.00	£94.48
Castle Point	Canvey Island town centre	£0.00	£0.00	£0.00	£0.00	£5.47	£4.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.67
	Hadleigh town centre	£0.36	£0.00	£0.00	£0.00	£0.53	£2.85	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.03
	South Benfleet town centre	£0.00	£0.00	£0.00	£0.00	£2.48	£0.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.30
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Castle Point Total		£0.36	£0.00	£0.00	£0.00	£8.48	£8.12	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£17.25
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28
	Hockley town centre	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£3.48	£2.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.97
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.07	£0.29	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75
	Rayleigh town centre	£0.00	£0.00	£0.77	£0.00	£1.23	£4.02	£10.39	£9.17	£0.00	£0.83	£2.59	£0.00	£2.58	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£31.96
	Rochford town centre	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.34	£0.25	£2.30	£0.84	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.32
Rochford Total		£0.00	£0.16	£0.77	£0.00	£1.56	£4.02	£14.21	£12.25	£2.65	£1.96	£2.59	£0.52	£2.58	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£43.64
Southend	Leigh-on-sea town centre	£0.00	£0.35	£0.15	£0.00	£0.36	£8.99	£1.83	£0.13	£0.53	£0.10	£3.10	£7.24	£13.73	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£36.51
	Other Southend destinations	£0.21	£0.61	£4.76	£0.60	£1.91	£0.56	£0.00	£0.13	£0.00	£0.10	£0.52	£0.26	£0.20	£0.23	£0.12	£0.00	£0.72	£3.23	£0.20	£0.00	£0.00	£3.47	£0.00	£17.84
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£1.29	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.82
	Southend-on-sea town centre	£0.69	£1.19	£0.59	£0.00	£3.32	£5.25	£2.05	£1.45	£5.36	£2.69	£18.70	£20.55	£8.40	£0.23	£0.00	£0.18	£0.20	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£71.21
	Westcliffe-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.20	£0.10	£0.29	£3.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.56
Southend Total		£0.89	£2.15	£5.50	£0.60	£5.58	£15.36	£3.89	£1.70	£6.36	£3.00	£23.91	£31.31	£22.74	£0.45	£0.12	£0.18	£0.93	£3.59	£0.20	£0.00	£0.00	£3.47	£0.00	£131.94
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.65
	Grays main centre	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.10	£2.61	£1.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.04
	Lakeside main centre	£0.59	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£14.80	£8.92	£6.83	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£150.66
	Other Thurrock destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.98	£2.83	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.72
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.64
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.30
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76
Thurrock Total		£1.06	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£19.88	£16.01	£13.32	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£169.78
Other study area zones	Zone 17	£0.00	£0.98	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.07	£0.08	£0.00	£0.00	£0.00	£3.77	£0.31	£0.00	£6.71	£0.14	£0.00	£2.43	£31.48	£9.05	£0.00	£55.23
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.89	£0.00	£0.00	£0.00	£0.00	£0.00	£3.07
	Zone 19	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£20.49	£0.00	£0.00	£0.00	£3.28	£24.47
	Zone 20	£0.31	£0.78	£1.74	£0.21	£0.47	£0.00	£0.00	£0.59	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£2.48	£5.06	£7.13	£78.83	£0.00	£0.00	£0.00	£97.99
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	£44.39	£0.00	£0.00	£44.65
	Zone 22	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.46	£0.00	£0.00	£0.00	£3.39	£1.13	£1.46	£0.97	£0.00	£0.00	£0.00	£0.00	£192.13	£0.00	£199.82
	Zone 23	£0.00	£0.00	£0.19	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.86	£0.00	£202.87	£204.48
Other study area zones Total		£0.31	£1.91	£2.12	£0.42	£0.88	£0.00	£0.00	£0.85	£0.07	£0.54	£0.00	£0.00	£0.00	£7.16	£1.77	£1.83	£10.42	£8.47	£27.62	£81.26	£76.72	£201.19	£206.16	£629.69
Outside Study Area	Outside Study Area	£1.29	£2.45	£0.84	£1.20	£1.94	£1.54	£0.60	£0.32	£0.00	£0.18	£3.15	£0.26	£0.00	£2.42	£1.00	£0.54	£1.14	£0.94	£1.47	£4.41	£25.05	£67.23	£64.34	£182.29
	Grand Total	£14.98	£31.74	£16.84	£23.75	£22.80	£31.04	£18.98	£15.27	£9.08	£6.19	£29.94	£32.35	£25.32	£32.65	£19.11	£22.17	£20.80	£17.36	£30.05	£86.33	£103.13	£388.70	£270.49	£1,269.07

Notes
Product of Table L3Ba & L2B

Table L4Ba: Pubs etc. - market share 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	63.6%	35.2%	24.1%	0.0%	4.7%	1.1%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	1.0%	1.7%	8.1%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
	Billericay town centre	2.9%	26.9%	8.7%	93.6%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	28.9%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
	Laindon town centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Basildon destination	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Pitsea town centre	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon Total		69.5%	64.3%	32.8%	93.6%	4.7%	4.5%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	2.0%	1.7%	9.8%	28.9%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%
Castle Point	Canvey Island town centre	2.4%	6.7%	0.0%	0.0%	59.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	1.3%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	South Benfleet Town Centre	0.0%	0.0%	0.0%	0.0%	28.5%	12.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Tarpots shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		2.4%	6.7%	0.0%	0.0%	90.1%	38.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Hockley town centre	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	33.1%	13.6%	0.0%	4.8%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	Hullbridge	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Rochford destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	4.8%	22.7%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Rayleigh town centre	3.7%	2.8%	7.2%	0.0%	0.0%	13.2%	46.0%	63.3%	0.0%	15.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
	Rochford town centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.3%	6.6%	28.7%	30.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Rochford Total		3.7%	4.4%	7.2%	0.0%	0.0%	14.2%	80.4%	88.5%	55.9%	72.6%	2.1%	8.8%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%
Southend	Leigh-on-Sea town centre	5.5%	0.0%	1.4%	1.1%	0.0%	28.3%	1.6%	1.0%	3.9%	1.0%	1.6%	18.0%	62.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
	Other Southend destinations	1.9%	0.0%	30.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	1.0%	1.6%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	29.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	Shoeburyness town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Southend-on-sea town centre	0.0%	1.7%	3.3%	0.0%	1.7%	10.9%	12.8%	1.0%	31.7%	12.8%	61.7%	54.0%	26.0%	1.3%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
	Westcliff-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Southend Total		7.3%	1.7%	35.1%	1.1%	1.7%	39.2%	14.4%	2.0%	41.5%	14.8%	73.8%	86.1%	91.9%	1.3%	0.0%	2.2%	0.0%	29.5%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Grays main centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	28.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	Other Thurrock destination	1.9%	0.0%	4.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	18.8%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	1.0%	4.2%
	South Ockendon Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	21.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	20.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Thurrock Total		1.9%	0.0%	4.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.6%	59.0%	72.3%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	1.0%	6.5%
Other study area zones	Zone 17	1.9%	12.4%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.0%	24.3%	4.7%	0.0%	46.4%	2.0%	0.0%	0.0%	36.5%	1.7%	0.0%	5.3%
	Zone 18	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	87.5%	1.4%	0.0%	0.0%	0.0%	2.4%
	Zone 20	0.0%	0.0%	12.8%	0.0%	1.3%	0.0%	2.3%	0.0%	0.0%	8.9%	0.0%	0.9%	0.0%	3.7%	0.0%	0.0%	14.3%	31.6%	11.4%	90.4%	0.8%	0.0%	0.0%	8.6%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.1%	0.0%	0.0%	3.7%
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	15.3%	1.7%	6.2%	0.0%	0.0%	0.0%	0.0%	57.8%	0.0%	17.0%
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	68.6%	15.0%
Other study area zones Total		1.9%	12.4%	18.1%	1.1%	1.3%	1.1%	2.3%	0.0%	1.3%	9.9%	1.2%	0.9%	2.1%	38.3%	20.1%	1.7%	66.9%	59.4%	99.0%	91.8%	88.2%	59.6%	68.6%	52.5%
Outside Study Area	Outside Study Area	13.3%	10.4%	2.6%	3.3%	2.2%	2.7%	1.6%	9.5%	1.3%	2.6%	11.6%	4.2%	0.0%	21.9%	19.2%	14.0%	4.2%	0.0%	1.0%	8.2%	11.8%	28.4%	30.5%	18.6%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q34), excluding don't knows/don't do

Table L4Bb: Pubs etc. - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£4.85	£5.28	£1.82	£0.00	£0.51	£0.15	£0.00	£0.00	£0.00	£0.00	£1.52	£0.00	£0.00	£0.15	£0.16	£0.87	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£15.44
	Billericay town centre	£0.22	£4.04	£0.65	£9.07	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£2.45	£0.73	£0.00	£0.00	£0.00	£0.00	£0.00	£17.79
	Laindon town centre	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32
	Other Basildon destination	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
	Pitsea town centre	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22
Basildon Total		£5.29	£9.64	£2.47	£9.07	£0.51	£0.63	£0.00	£0.00	£0.00	£0.00	£1.52	£0.00	£0.00	£0.31	£0.16	£1.05	£2.45	£0.86	£0.00	£0.00	£0.00	£0.00	£0.00	£33.96
Castle Point	Canvey Island town centre	£0.18	£1.01	£0.00	£0.00	£6.44	£1.96	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.58
	Hadleigh Town Centre	£0.00	£0.00	£0.00	£0.00	£0.14	£1.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.79
	South Benfleet Town Centre	£0.00	£0.00	£0.00	£0.00	£3.11	£1.76	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.98
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14
Castle Point Total		£0.18	£1.01	£0.00	£0.00	£9.84	£5.36	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£16.50
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.23
	Hockley town centre	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£2.72	£0.95	£0.00	£0.14	£0.00	£1.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.13
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.64	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.03
	Rayleigh town centre	£0.28	£0.42	£0.55	£0.00	£0.00	£1.84	£3.78	£4.42	£0.00	£0.42	£0.00	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£12.27
	Rochford town centre	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.10	£0.46	£1.22	£0.85	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.91
Rochford Total		£0.28	£0.67	£0.55	£0.00	£0.00	£1.99	£6.60	£6.18	£2.38	£2.04	£0.28	£1.35	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£23.00
Southend	Leigh-on-Sea town centre	£0.42	£0.00	£0.11	£0.11	£0.00	£3.96	£0.13	£0.07	£0.16	£0.03	£0.21	£2.74	£7.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£14.96
	Other Southend destinations	£0.14	£0.00	£2.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.03	£0.21	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£5.51
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£1.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.36
	Southend-on-sea town centre	£0.00	£0.25	£0.25	£0.00	£0.18	£1.52	£1.05	£0.07	£1.35	£0.36	£8.31	£8.23	£2.94	£0.20	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£24.96
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.15
Southend Total		£0.56	£0.25	£2.65	£0.11	£0.18	£5.47	£1.18	£0.14	£1.77	£0.42	£9.94	£13.12	£10.41	£0.20	£0.00	£0.24	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£48.94
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£2.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.84
	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.95	£2.56	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.69
	Other Thurrock destination	£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	£1.68	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£26.21
	South Ockendon Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.05
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10	£0.00	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.40
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£2.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.30
Thurrock Total		£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.66	£5.29	£7.70	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£41.49
Other study area zones	Zone 17	£0.14	£1.86	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.12	£3.76	£0.42	£0.00	£3.93	£0.15	£0.00	£0.00	£15.76	£3.06	£0.00	£29.37
	Zone 18	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£1.93	£0.00	£0.00	£0.00	£0.00	£0.00	£2.62
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£11.84	£0.53	£0.00	£0.00	£0.00	£12.47
	Zone 20	£0.00	£0.00	£0.97	£0.00	£0.14	£0.00	£0.19	£0.00	£0.00	£0.25	£0.00	£0.13	£0.00	£0.58	£0.00	£0.00	£1.21	£2.46	£1.55	£34.17	£0.33	£0.00	£0.00	£41.97
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£19.02	£0.00	£0.00	£19.02
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£1.38	£0.18	£0.53	£0.00	£0.00	£0.00	£0.00	£101.30	£0.00	£105.13
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.96	£0.00	£88.77	£91.72
Other study area zones Total		£0.14	£1.86	£1.37	£0.11	£0.14	£0.15	£0.19	£0.00	£0.06	£0.28	£0.17	£0.13	£0.23	£5.92	£1.80	£0.18	£5.67	£4.63	£13.38	£34.69	£38.06	£104.37	£88.77	£302.30
Outside Study Area	Outside Study Area	£1.01	£1.56	£0.19	£0.32	£0.24	£0.37	£0.13	£0.66	£0.06	£0.07	£1.56	£0.63	£0.00	£3.38	£1.72	£1.49	£0.36	£0.00	£0.14	£3.10	£5.08	£49.78	£39.42	£111.30
	Grand Total	£7.61	£14.99	£7.55	£9.69	£10.91	£13.98	£8.21	£6.98	£4.27	£2.81	£13.48	£15.24	£11.32	£15.48	£8.97	£10.65	£8.47	£7.79	£13.52	£37.80	£43.14	£175.20	£129.43	£577.49

Notes

Product of Table L3Ba & L2B

Table L5B: Combined A3-5 uses turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£14.77	£23.59	£7.03	£1.26	£4.88	£2.15	£0.28	£0.16	£0.00	£0.51	£1.52	£0.00	£0.00	£2.41	£0.37	£5.90	£1.53	£1.14	£0.00	£0.00	£0.00	£0.00	£0.00	£67.50
	Billericay town centre	£0.60	£9.49	£2.41	£28.34	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£1.28	£9.22	£3.17	£0.00	£0.65	£0.68	£0.00	£0.00	£56.76
	Landon town centre	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85
	Other Basildon Destination	£0.36	£0.79	£0.12	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£2.42
	Pitsea town centre	£0.63	£0.16	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.90
Basildon Total		£16.37	£34.52	£9.67	£30.22	£4.88	£2.63	£0.28	£0.16	£0.00	£0.51	£1.52	£0.00	£0.00	£3.04	£0.37	£7.36	£10.75	£4.84	£0.00	£0.65	£0.68	£0.00	£0.00	£128.44
Castle Point	Canvey Island town centre	£0.18	£1.01	£0.00	£0.00	£11.91	£6.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£19.25
	Hadleigh town centre	£0.36	£0.00	£0.00	£0.00	£0.68	£4.50	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.82
	South Benfleet town centre	£0.00	£0.00	£0.00	£0.00	£5.59	£2.58	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.28
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14
Castle Point Total		£0.55	£1.01	£0.00	£0.00	£18.32	£13.48	£0.10	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£33.75
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.23	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.51
	Hockley town centre	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£6.20	£3.28	£0.00	£0.14	£0.00	£1.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.10
	Hullbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80
	Other Rochford destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.28	£0.93	£0.00	£0.26	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.78
	Rayleigh town centre	£0.28	£0.42	£1.31	£0.00	£1.23	£5.87	£14.16	£13.59	£0.00	£1.25	£2.59	£0.00	£3.14	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£44.23
	Rochford town centre	£0.00	£0.14	£0.00	£0.00	£0.33	£0.00	£0.45	£0.71	£3.52	£1.69	£0.00	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.23
Rochford Total		£0.28	£0.82	£1.31	£0.00	£1.56	£6.01	£20.81	£18.42	£5.04	£4.01	£2.87	£1.87	£3.26	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£66.64
Southend	Leigh-on-sea town centre	£0.42	£0.35	£0.25	£0.11	£0.36	£12.95	£1.96	£0.19	£0.70	£0.13	£3.32	£9.98	£20.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£51.47
	Other Southend destinations	£0.35	£0.61	£7.05	£0.60	£1.91	£0.56	£0.00	£0.13	£0.10	£0.13	£0.73	£0.26	£0.64	£0.23	£0.12	£0.00	£0.72	£5.53	£0.20	£0.00	£0.00	£3.47	£0.00	£23.35
	Shoeburyness town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41	£0.00	£2.50	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.17
	Southend-on-sea town centre	£0.69	£1.44	£0.84	£0.00	£3.50	£6.76	£3.11	£1.52	£6.71	£3.05	£27.01	£28.78	£11.35	£0.43	£0.00	£0.42	£0.20	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£96.17
	Westcliffe-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£0.00	£0.20	£0.10	£0.29	£5.15	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.71
Southend Total		£1.45	£2.40	£8.14	£0.71	£5.77	£20.83	£5.07	£1.84	£8.13	£3.41	£33.85	£44.43	£33.15	£0.65	£0.12	£0.42	£0.93	£5.89	£0.20	£0.00	£0.00	£3.47	£0.00	£180.88
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£4.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.49
	Grays main centre	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.05	£5.17	£2.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£13.74
	Lakeside main centre	£0.73	£0.20	£0.75	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£15.81	£10.61	£7.51	£0.00	£0.00	£0.76	£0.00	£0.68	£137.86	£1.24	£176.87
	Other Thurrock destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.98	£3.88	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.77
	South Ockendon local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10	£1.64	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.05
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£3.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.60
	Tilbury local centre	£0.14	£0.00	£0.32	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.66	£5.29	£8.46	£0.00	£0.00	£0.00	£0.00	£0.00	£21.05	£1.24	£42.25
Thurrock Total		£1.06	£0.20	£0.43	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£19.88	£16.01	£13.32	£0.00	£0.00	£0.76	£0.00	£0.68	£116.82	£0.00	£169.78
Other study area zones	Zone 17	£0.14	£2.83	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.13	£0.08	£0.00	£0.00	£0.12	£7.53	£0.73	£0.00	£10.64	£0.30	£0.00	£2.43	£47.24	£12.12	£0.00	£84.60
	Zone 18	£0.00	£0.00	£0.40	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£4.82	£0.00	£0.00	£0.00	£0.00	£0.00	£5.69
	Zone 19	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£32.32	£0.53	£0.00	£0.00	£3.28	£36.94
	Zone 20	£0.31	£0.78	£2.70	£0.21	£0.62	£0.00	£0.19	£0.59	£0.00	£0.25	£0.00	£0.13	£0.00	£0.58	£0.00	£0.37	£3.69	£7.52	£8.68	£113.00	£0.33	£0.00	£0.00	£139.96
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	£63.41	£0.00	£0.00	£63.67
	Zone 22	£0.00	£0.16	£0.00	£0.00	£0.00	£0.15	£0.00	£0.13	£0.00	£0.46	£0.00	£0.00	£0.00	£4.98	£2.50	£1.64	£1.50	£0.00	£0.00	£0.00	£0.00	£293.44	£0.00	£304.94
	Zone 23	£0.00	£0.00	£0.19	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£3.81	£0.00	£291.64	£296.20
Other study area zones Total		£0.46	£3.77	£3.49	£0.53	£1.02	£0.15	£0.19	£0.85	£0.13	£0.82	£0.17	£0.13	£0.23	£13.08	£3.57	£2.01	£16.09	£13.10	£41.00	£115.95	£114.78	£305.55	£294.92	£931.99
Outside Study Area	Outside Study Area	£2.30	£4.01	£1.03	£1.52	£2.17	£1.91	£0.74	£0.98	£0.06	£0.26	£4.72	£0.89	£0.00	£5.80	£2.72	£2.02	£1.50	£0.94	£1.61	£7.52	£30.13	£117.01	£103.76	£293.60
	Grand Total	£22.60	£46.72	£24.39	£33.44	£33.72	£45.02	£27.20	£22.24	£13.35	£9.01	£43.42	£47.59	£36.64	£48.13	£28.07	£32.83	£29.27	£25.15	£43.57	£124.12	£146.26	£563.90	£399.92	£1,846.56

Notes

Tables L3Bb + L4Bb

Table L6Ba: Cinemas and theatres - market share 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	6.0%	4.3%	33.5%	0.0%	3.3%	12.0%	2.2%	0.9%	0.0%	0.0%	0.0%	11.2%	2.2%	0.0%	0.0%	2.5%	2.2%	0.9%	0.0%	0.0%	0.6%	0.0%	0.0%	1.5%
	Billericay town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Laindon town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Basildon destination	78.8%	82.2%	53.0%	94.0%	36.3%	19.6%	62.4%	57.4%	8.3%	25.5%	3.6%	3.4%	19.0%	1.6%	0.0%	42.6%	46.8%	58.3%	6.0%	2.3%	12.8%	0.0%	0.0%	12.9%
	Pitsea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon Total		84.8%	86.6%	86.5%	94.0%	39.6%	31.6%	64.6%	58.2%	8.3%	25.5%	3.6%	14.6%	21.2%	1.6%	0.0%	45.0%	48.9%	59.2%	6.0%	2.3%	13.4%	0.0%	0.0%	14.4%
Castle Point	Canvey Island town centre	0.0%	0.0%	0.0%	0.0%	8.5%	1.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Hadleigh Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Castle Point destinatino	8.2%	2.1%	0.0%	0.0%	38.7%	21.1%	2.8%	7.7%	0.0%	3.6%	0.0%	3.0%	1.4%	0.8%	0.0%	0.0%	3.6%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
	South Benfleet Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tarpots shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley shopping parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		8.2%	2.1%	0.0%	0.0%	47.2%	22.3%	2.8%	8.8%	0.0%	3.6%	0.0%	3.0%	1.4%	0.8%	0.7%	5.7%	3.6%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Rochford	Hockley town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rayleigh town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rochford town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rochford Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend	Leigh-on-Sea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Southend destination	0.9%	2.1%	0.0%	0.0%	3.4%	22.7%	21.6%	14.1%	77.8%	53.6%	78.2%	66.9%	62.6%	0.0%	0.0%	0.0%	1.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%
	Southend-on-sea town centre	0.0%	0.0%	0.8%	0.0%	4.5%	3.5%	7.0%	2.5%	8.6%	0.0%	9.8%	8.0%	6.6%	2.3%	0.0%	1.6%	0.0%	4.2%	4.3%	6.5%	0.0%	0.0%	0.0%	1.6%
	Westcliff-on-Sea town centre	0.0%	0.0%	0.8%	0.0%	0.8%	4.5%	0.0%	1.7%	3.7%	5.8%	1.0%	2.4%	5.5%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Southend Total		0.9%	2.1%	1.7%	0.0%	8.7%	30.6%	28.6%	18.3%	90.0%	59.3%	88.9%	77.4%	74.6%	2.3%	0.0%	1.6%	5.2%	5.4%	4.3%	6.5%	0.0%	0.0%	0.0%	9.3%
Thurrock	Corringham local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Grays main centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Lakeside main centre	2.1%	5.0%	3.1%	0.8%	0.8%	8.6%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	76.8%	75.6%	29.9%	3.6%	0.0%	0.0%	0.0%	5.1%	29.9%	0.0%	14.5%
	South Ockendon Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock Total		2.1%	5.0%	3.1%	0.8%	0.8%	8.6%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	77.4%	79.8%	29.9%	3.6%	0.0%	0.0%	0.0%	5.1%	29.9%	0.0%	14.6%
Other study area zones	Zone 17	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	20.7%	0.0%	0.0%	0.0%	0.0%	0.5%
	Zone 20	0.0%	0.0%	2.2%	1.7%	0.0%	1.2%	1.8%	3.2%	0.0%	8.7%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	12.0%	15.2%	50.6%	75.5%	7.5%	0.0%	0.0%	6.7%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 22	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	14.3%	5.7%	14.1%	0.0%	0.0%	0.0%	8.7%	49.4%	0.0%	17.1%
	Zone 23	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.0%	1.1%	2.4%	0.7%	77.3%	16.3%
Other study area zones Total		0.0%	0.7%	2.2%	2.7%	0.0%	1.2%	1.8%	3.2%	0.0%	8.7%	0.0%	0.0%	0.8%	5.8%	15.4%	6.7%	26.1%	16.1%	71.3%	76.6%	19.5%	50.1%	77.3%	40.6%
Outside Study Area	Outside Study Area	4.0%	3.7%	6.6%	2.5%	3.6%	5.6%	2.2%	3.8%	1.7%	2.9%	7.5%	5.0%	1.9%	12.1%	4.2%	11.1%	12.5%	11.4%	18.4%	14.5%	62.0%	20.0%	22.7%	18.9%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q35), excluding don't knows/don't do

Table L6Bb: Cinemas and theatres - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£0.07	£0.12	£0.50	£0.00	£0.07	£0.34	£0.04	£0.01	£0.00	£0.00	£0.00	£0.33	£0.05	£0.00	£0.00	£0.05	£0.04	£0.01	£0.00	£0.00	£0.06	£0.00	£0.00	£1.70
	Billericay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Laindon town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Basildon destination	£0.98	£2.19	£0.79	£2.14	£0.74	£0.56	£1.10	£0.81	£0.07	£0.15	£0.10	£0.10	£0.43	£0.04	£0.00	£0.81	£0.94	£0.96	£0.16	£0.19	£1.24	£0.00	£0.00	£14.49
	Pitsea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Basildon Total		£1.05	£2.31	£1.29	£2.14	£0.81	£0.90	£1.14	£0.82	£0.07	£0.15	£0.10	£0.43	£0.48	£0.04	£0.00	£0.86	£0.98	£0.97	£0.16	£0.19	£1.30	£0.00	£0.00	£16.19
Castle Point	Canvey Island town centre	£0.00	£0.00	£0.00	£0.00	£0.17	£0.03	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35
	Hadleigh Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Castle Point destinatino	£0.10	£0.05	£0.00	£0.00	£0.79	£0.60	£0.05	£0.11	£0.00	£0.02	£0.00	£0.09	£0.03	£0.02	£0.00	£0.00	£0.07	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.05
	South Benfleet Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
	Tarpots shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley shopping parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Castle Point Total		£0.10	£0.05	£0.00	£0.00	£0.96	£0.63	£0.05	£0.12	£0.00	£0.02	£0.00	£0.09	£0.03	£0.02	£0.01	£0.11	£0.07	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£2.41
Rochford	Hockley town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Rayleigh town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Rochford town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Southend	Leigh-on-Sea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Southend destination	£0.01	£0.05	£0.00	£0.00	£0.07	£0.64	£0.38	£0.20	£0.64	£0.31	£2.13	£1.96	£1.42	£0.00	£0.00	£0.00	£0.03	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£7.87
	Southend-on-sea town centre	£0.00	£0.00	£0.01	£0.00	£0.09	£0.10	£0.12	£0.04	£0.07	£0.00	£0.27	£0.24	£0.15	£0.06	£0.00	£0.03	£0.00	£0.07	£0.12	£0.53	£0.00	£0.00	£0.00	£1.90
	Westcliff-on-Sea town centre	£0.00	£0.00	£0.01	£0.00	£0.02	£0.13	£0.00	£0.02	£0.03	£0.03	£0.03	£0.07	£0.12	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54
Southend Total		£0.01	£0.05	£0.02	£0.00	£0.18	£0.87	£0.51	£0.26	£0.74	£0.35	£2.42	£2.27	£1.69	£0.06	£0.00	£0.03	£0.10	£0.09	£0.12	£0.53	£0.00	£0.00	£0.00	£10.31
Thurrock	Corringham local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Grays main centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Lakeside main centre	£0.03	£0.13	£0.05	£0.02	£0.02	£0.24	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.17	£1.24	£0.57	£0.07	£0.00	£0.00	£0.00	£0.49	£10.50	£0.00	£15.63
	South Ockendon Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thurrock Total		£0.03	£0.13	£0.05	£0.02	£0.02	£0.24	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.19	£1.31	£0.57	£0.07	£0.00	£0.00	£0.00	£0.49	£10.50	£0.00	£15.72
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.08
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.56	£0.00	£0.00	£0.00	£0.00	£0.57
	Zone 20	£0.00	£0.00	£0.03	£0.04	£0.00	£0.03	£0.03	£0.04	£0.00	£0.05	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.24	£0.25	£1.36	£6.14	£0.73	£0.00	£0.00	£8.98
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Zone 22	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.23	£0.11	£0.28	£0.00	£0.00	£0.00	£0.85	£17.35	£0.00	£19.01
	Zone 23	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.02	£0.00	£0.00	£0.00	£0.09	£0.23	£0.26	£24.76	£25.40
Other study area zones Total		£0.00	£0.02	£0.03	£0.06	£0.00	£0.03	£0.03	£0.04	£0.00	£0.05	£0.00	£0.00	£0.02	£0.16	£0.25	£0.13	£0.53	£0.26	£1.92	£6.23	£1.89	£17.61	£24.76	£54.04
Outside Study Area	Outside Study Area	£0.05	£0.10	£0.10	£0.06	£0.07	£0.16	£0.04	£0.05	£0.01	£0.02	£0.20	£0.15	£0.04	£0.34	£0.07	£0.21	£0.25	£0.19	£0.50	£1.18	£6.01	£7.02	£7.25	£24.07
	Grand Total	£1.24	£2.66	£1.49	£2.27	£2.04	£2.84	£1.77	£1.42	£0.82	£0.58	£2.72	£2.93	£2.27	£2.82	£1.64	£1.90	£2.01	£1.64	£2.70	£8.13	£9.70	£35.12	£32.01	£122.73

Notes

Product of Table L3Ba & L2B

Table L7Ba: Health and fitness - market shares 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	48.2%	69.0%	53.0%	43.5%	15.7%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	1.9%	25.1%	14.3%	8.9%	0.0%	0.0%	1.4%	0.0%	0.0%	6.2%
	Billericay town centre	0.0%	8.8%	0.0%	41.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.8%
	Laindon town centre	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Basildon destination	0.0%	18.3%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Pitsea town centre	21.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Basildon Total		70.1%	100.0%	53.0%	89.9%	15.7%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	1.9%	25.1%	47.5%	8.9%	0.0%	1.2%	1.4%	0.0%	0.0%	9.2%
Castle Point	Canvey Island	7.2%	0.0%	0.0%	0.0%	56.1%	33.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
	Hadleigh	3.2%	0.0%	0.0%	0.0%	1.4%	1.5%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	South Benfleet	0.0%	0.0%	0.0%	0.0%	12.3%	19.4%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley	0.0%	0.0%	0.0%	0.0%	12.8%	3.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Castle Point Total		10.4%	0.0%	0.0%	0.0%	82.6%	57.7%	4.8%	1.4%	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%	12.8%	0.0%	22.6%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	14.4%	2.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Rayleigh	0.0%	0.0%	0.0%	1.6%	1.8%	4.8%	15.6%	36.2%	0.0%	1.5%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.7%	13.7%	32.8%	63.0%	0.0%	7.3%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Rochford Total		0.0%	0.0%	0.0%	1.6%	1.8%	4.8%	84.6%	77.2%	38.2%	88.7%	0.0%	13.7%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Southend	Leigh-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	3.3%	0.0%	0.0%	13.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Other Southend Destination	1.9%	0.0%	36.7%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	19.7%	0.0%	0.0%	0.0%	1.7%	40.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Southend-on-Sea town centre	17.6%	0.0%	2.6%	0.0%	0.0%	3.7%	8.3%	4.2%	35.3%	11.4%	70.9%	47.7%	26.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
	Westcliff-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	25.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Southend Total		19.5%	0.0%	39.3%	3.7%	0.0%	13.3%	8.3%	4.2%	38.6%	11.4%	100.0%	86.3%	62.5%	0.0%	0.0%	0.0%	1.7%	40.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	44.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	39.8%	24.1%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	11.4%	26.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	42.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	3.0%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Thurrock Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	64.3%	98.1%	71.8%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	9.1%
Other study area zones	Zone 17	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.1%	0.0%	0.0%	42.6%	2.7%	0.0%	0.0%	42.1%	0.0%	0.0%	5.7%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	77.3%	1.2%	0.0%	0.0%	1.9%	3.5%
	Zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	12.1%	91.3%	0.0%	0.0%	0.0%	8.4%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.5%	0.0%	0.0%	3.7%
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	1.7%	0.0%	0.0%	4.6%	0.0%	69.1%	0.0%	16.7%
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	69.8%	14.9%
Other study area zones Total		0.0%	0.0%	0.0%	1.6%	0.0%	2.4%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	35.7%	0.0%	0.0%	50.8%	35.5%	90.6%	97.2%	82.5%	69.1%	71.7%	53.2%
Outside Study Area	Outside Study Area	0.0%	0.0%	7.7%	3.2%	0.0%	18.8%	2.3%	14.8%	20.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	14.9%	9.4%	1.6%	16.1%	18.0%	28.3%	13.4%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q36), excluding don't knows/don't do

Table L7Bb: Health and fitness - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£0.75	£2.36	£1.00	£1.25	£0.37	£0.10	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.04	£0.59	£0.37	£0.19	£0.00	£0.00	£0.17	£0.00	£0.00	£7.34
	Billericay town centre	£0.00	£0.30	£0.00	£1.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£2.47
	Laindon town centre	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13
	Other Basildon destination	£0.00	£0.62	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76
	Pitsea town centre	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
Basildon Total		£1.09	£3.42	£1.00	£2.59	£0.37	£0.10	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.04	£0.59	£1.22	£0.19	£0.00	£0.12	£0.17	£0.00	£0.00	£11.04
Castle Point	Canvey Island	£0.11	£0.00	£0.00	£0.00	£1.34	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.70
	Hadleigh	£0.05	£0.00	£0.00	£0.00	£0.03	£0.05	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.29	£0.68	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.31	£0.14	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
Castle Point Total		£0.16	£0.00	£0.00	£0.00	£1.97	£2.01	£0.11	£0.03	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.52
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.23	£0.00	£0.17	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.26	£0.02	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
	Rayleigh	£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£0.36	£0.64	£0.00	£0.01	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.33
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02	£0.24	£0.32	£0.48	£0.00	£0.26	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.42
Rochford Total		£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£1.93	£1.37	£0.38	£0.68	£0.00	£0.48	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.25
Southend	Leigh-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.03	£0.00	£0.00	£0.46	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.21
	Other Southend Destination	£0.03	£0.00	£0.69	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.54	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£2.48
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58
	Southend-on-Sea town centre	£0.27	£0.00	£0.05	£0.00	£0.00	£0.13	£0.19	£0.07	£0.35	£0.09	£2.35	£1.67	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.91
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.89	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.16
Southend Total		£0.30	£0.00	£0.74	£0.11	£0.00	£0.46	£0.19	£0.07	£0.38	£0.09	£3.32	£3.02	£1.73	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£11.34
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.49
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£0.49	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.38
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54	£0.46	£0.53	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.58
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.37	£0.00	£7.48
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54	£2.57	£2.01	£1.70	£0.00	£0.00	£0.00	£0.00	£0.00	£7.37	£0.00	£14.18
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£0.00	£0.00	£1.09	£0.06	£0.00	£0.00	£5.17	£0.00	£0.00	£7.29
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.04	£0.00	£0.00	£0.00	£0.00	£0.59
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£2.74	£0.12	£0.00	£0.00	£0.69	£3.81
	Zone 20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.43	£9.02	£0.00	£0.00	£0.00	£9.62
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.97	£0.00	£0.00	£4.97
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.04	£0.00	£0.00	£0.46	£0.00	£39.40	£0.00	£40.43
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£25.90	£25.90
Other study area zones Total		£0.00	£0.00	£0.00	£0.05	£0.00	£0.08	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£1.42	£0.00	£0.00	£1.30	£0.77	£3.22	£9.60	£10.14	£39.40	£26.59	£92.60
Outside Study Area	Outside Study Area	£0.00	£0.00	£0.14	£0.09	£0.00	£0.65	£0.05	£0.26	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.32	£0.33	£0.15	£1.98	£10.27	£10.49	£25.04
	Grand Total	£1.56	£3.42	£1.89	£2.88	£2.39	£3.48	£2.28	£1.77	£0.99	£0.77	£3.32	£3.50	£2.77	£3.99	£2.05	£2.36	£2.56	£2.17	£3.55	£9.88	£12.29	£57.04	£37.08	£163.98

Notes

Product of Table L3Ba (50%) & L2B (50% of recreation and sports)

Table L8Ba: Family entertainment - market shares

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	84.7%	73.1%	53.1%	76.1%	30.6%	30.6%	24.5%	26.2%	3.9%	13.5%	15.2%	5.6%	0.0%	61.3%	59.0%	66.7%	34.4%	66.1%	1.2%	1.7%	19.6%	0.0%	0.0%	17.9%
	Billericay town centre	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Laindon town centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Basildon Destination	0.0%	15.3%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	Pitsea town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon Total		84.7%	89.3%	53.1%	82.7%	30.6%	30.6%	24.5%	26.2%	3.9%	13.5%	15.2%	5.6%	0.0%	62.2%	59.0%	66.7%	55.4%	66.1%	1.2%	1.7%	19.6%	0.0%	0.0%	19.1%
Castle Point	Canvey Island	0.0%	0.0%	0.0%	0.0%	2.9%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	South Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		0.0%	0.0%	0.0%	0.0%	2.9%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hockley	0.0%	0.0%	0.0%	0.0%	4.6%	3.3%	24.8%	26.7%	4.7%	30.5%	1.7%	1.5%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.8%	4.1%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%	8.7%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Rochford Total		0.0%	0.0%	0.0%	0.0%	4.6%	3.3%	45.5%	40.7%	4.7%	39.2%	16.9%	1.5%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Southend	Leigh-on-Sea	0.0%	0.0%	1.5%	0.0%	0.0%	7.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.4%
	Other Southend Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Southend-on-Sea town centre	5.0%	3.4%	41.0%	6.9%	28.5%	40.3%	6.0%	23.4%	86.2%	44.7%	66.2%	89.9%	80.6%	5.6%	6.8%	15.7%	0.0%	0.0%	8.9%	4.1%	4.6%	4.2%	0.0%	12.5%
	Westcliff-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.3%
Southend Total		5.0%	3.4%	42.5%	6.9%	28.5%	48.1%	6.0%	24.5%	89.2%	44.7%	66.2%	92.9%	85.1%	6.5%	6.8%	15.7%	0.0%	0.0%	8.9%	5.4%	6.0%	4.2%	0.0%	13.2%
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other Study Area Zones	Zone 17	0.0%	0.0%	0.0%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	12.4%	1.1%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.0%	1.5%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.4%	68.3%	4.1%	0.0%	0.0%	0.0%	2.9%
	Zone 20	6.4%	2.7%	4.4%	8.7%	3.8%	12.1%	23.9%	5.5%	0.0%	0.0%	0.0%	0.0%	2.7%	8.5%	2.0%	10.3%	39.0%	5.9%	20.3%	80.5%	1.8%	0.0%	0.0%	9.4%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.4%
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	18.5%	4.2%	0.0%	0.0%	0.0%	0.0%	19.3%	93.5%	0.0%	26.4%
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	65.2%	12.8%
Other Study Area Zones Total		6.4%	2.7%	4.4%	8.7%	24.7%	12.1%	23.9%	6.8%	0.0%	0.0%	0.0%	0.0%	2.7%	28.0%	34.2%	15.7%	39.0%	31.3%	88.6%	84.5%	34.7%	93.5%	65.2%	53.4%
Outside Study Area	Outside Study Area	3.9%	4.6%	0.0%	1.7%	8.6%	0.0%	0.0%	0.0%	2.3%	2.6%	1.7%	0.0%	0.0%	2.1%	0.0%	0.0%	5.6%	2.6%	1.2%	8.3%	39.7%	2.3%	34.8%	11.7%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q37), excluding don't knows/don't do

Table L8Bb: Family entertainment - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£1.32	£2.50	£1.00	£2.19	£0.73	£1.06	£0.56	£0.46	£0.04	£0.10	£0.51	£0.20	£0.00	£2.44	£1.21	£1.58	£0.88	£1.44	£0.04	£0.17	£2.41	£0.00	£0.00	£20.84
	Billericay town centre	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31
	Laindon town centre	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Other Basildon Destination	£0.00	£0.52	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98
	Pitsea town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Basildon Total		£1.32	£3.05	£1.00	£2.38	£0.73	£1.06	£0.56	£0.46	£0.04	£0.10	£0.51	£0.20	£0.00	£2.48	£1.21	£1.58	£1.42	£1.44	£0.04	£0.17	£2.41	£0.00	£0.00	£22.16
Castle Point	Canvey Island	£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Castle Point Total		£0.00	£0.00	£0.00	£0.00	£0.07	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£0.57	£0.47	£0.05	£0.23	£0.06	£0.05	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.86
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Rayleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£0.07	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.07	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£1.04	£0.72	£0.05	£0.30	£0.56	£0.05	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.28
Southend	Leigh-on-Sea	£0.00	£0.00	£0.03	£0.00	£0.00	£0.27	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.53
	Other Southend Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Southend-on-Sea town centre	£0.08	£0.12	£0.77	£0.20	£0.68	£1.40	£0.14	£0.41	£0.85	£0.34	£2.20	£3.14	£2.23	£0.22	£0.14	£0.37	£0.00	£0.00	£0.32	£0.40	£0.57	£2.39	£0.00	£16.98
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.36
Southend Total		£0.08	£0.12	£0.80	£0.20	£0.68	£1.67	£0.14	£0.43	£0.88	£0.34	£2.20	£3.25	£2.35	£0.26	£0.14	£0.37	£0.00	£0.00	£0.32	£0.53	£0.74	£2.39	£0.00	£17.89
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
Other Study Area Zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.25	£0.03	£0.00	£0.00	£0.00	£0.00	£1.03	£0.00	£0.00	£2.15
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£2.42	£0.40	£0.00	£0.00	£0.00	£3.38
	Zone 20	£0.10	£0.09	£0.08	£0.25	£0.09	£0.42	£0.55	£0.10	£0.00	£0.00	£0.00	£0.00	£0.08	£0.34	£0.04	£0.24	£1.00	£0.13	£0.72	£7.95	£0.22	£0.00	£0.00	£12.39
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£0.00	£0.00	£0.64
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.38	£0.10	£0.00	£0.00	£0.00	£0.00	£2.38	£53.32	£0.00	£56.64
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£24.18	£24.20
Other Study Area Zones Total		£0.10	£0.09	£0.08	£0.25	£0.59	£0.42	£0.55	£0.12	£0.00	£0.00	£0.00	£0.00	£0.08	£1.11	£0.70	£0.37	£1.00	£0.68	£3.14	£8.35	£4.27	£53.32	£24.18	£99.41
Outside Study Area	Outside Study Area	£0.06	£0.16	£0.00	£0.05	£0.21	£0.00	£0.00	£0.00	£0.02	£0.02	£0.06	£0.00	£0.00	£0.08	£0.00	£0.00	£0.14	£0.06	£0.04	£0.82	£4.87	£1.33	£12.90	£20.83
	Grand Total	£1.56	£3.42	£1.89	£2.88	£2.39	£3.48	£2.28	£1.77	£0.99	£0.77	£3.32	£3.50	£2.77	£3.99	£2.05	£2.36	£2.56	£2.17	£3.55	£9.88	£12.29	£57.04	£37.08	£163.98

Notes

Product of Table L3Ba (50%) & L2B (50% of recreation and sports)

Table L9B: Recreation turnover 2016

Local authority	Destination	Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£2.07	£4.85	£2.00	£3.44	£1.11	£1.17	£0.56	£0.51	£0.04	£0.10	£0.51	£0.20	£0.10	£2.44	£1.25	£2.17	£1.25	£1.63	£0.04	£0.17	£2.57	£0.00	£0.00	£28.18
	Billericay town centre	£0.00	£0.30	£0.00	£1.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.12	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£2.78
	Laindon town centre	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
	Other Basildon destination	£0.00	£1.15	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.74
	Pitsea town centre	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
Basildon Total		£2.41	£6.47	£2.00	£4.96	£1.11	£1.17	£0.56	£0.51	£0.04	£0.10	£0.51	£0.20	£0.10	£2.48	£1.25	£2.17	£2.63	£1.63	£0.04	£0.29	£2.57	£0.00	£0.00	£33.20
Castle Point	Canvey Island	£0.11	£0.00	£0.00	£0.00	£1.41	£1.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.98
	Hadleigh	£0.05	£0.00	£0.00	£0.00	£0.03	£0.05	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.29	£0.68	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.31	£0.14	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
Castle Point Total		£0.16	£0.00	£0.00	£0.00	£2.04	£2.22	£0.11	£0.03	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.80
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11	£0.94	£0.70	£0.05	£0.41	£0.06	£0.28	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.86
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.26	£0.02	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
	Rayleigh	£0.00	£0.00	£0.00	£0.05	£0.04	£0.17	£0.83	£0.71	£0.00	£0.01	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.00
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02	£0.42	£0.32	£0.55	£0.51	£0.26	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.17
Rochford Total		£0.00	£0.00	£0.00	£0.05	£0.15	£0.28	£2.97	£2.09	£0.42	£0.98	£0.56	£0.53	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.53
Southend	Leigh-on-Sea	£0.00	£0.00	£0.03	£0.00	£0.00	£0.61	£0.00	£0.02	£0.03	£0.00	£0.00	£0.46	£0.39	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£1.74
	Other Southend Destination	£0.03	£0.00	£0.69	£0.11	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.19	£0.00	£0.54	£0.00	£0.00	£0.00	£0.04	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£2.51
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58
	Southend-on-Sea town centre	£0.35	£0.12	£0.82	£0.20	£0.68	£1.53	£0.33	£0.49	£1.20	£0.43	£4.56	£4.81	£2.97	£0.22	£0.14	£0.37	£0.00	£0.00	£0.32	£0.40	£0.57	£2.39	£0.00	£22.89
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£1.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£1.52
Southend Total		£0.38	£0.12	£1.54	£0.30	£0.68	£2.14	£0.33	£0.51	£1.26	£0.43	£5.52	£6.27	£4.08	£0.26	£0.14	£0.37	£0.04	£0.88	£0.32	£0.53	£0.74	£2.39	£0.00	£29.24
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.49
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.59	£0.49	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.38
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.54	£0.50	£0.53	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.70
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.37	£0.00	£7.48
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.54	£2.61	£2.01	£1.74	£0.00	£0.00	£0.00	£0.00	£0.00	£7.37	£0.00	£14.30
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.05	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.26	£0.25	£0.03	£1.09	£0.06	£0.00	£0.00	£6.20	£0.00	£0.00	£9.44
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.04	£0.00	£0.00	£0.00	£0.00	£0.59
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	£5.17	£0.52	£0.00	£0.00	£0.69	£7.18
	Zone 20	£0.10	£0.09	£0.08	£0.25	£0.09	£0.42	£0.55	£0.10	£0.00	£0.00	£0.00	£0.00	£0.08	£0.34	£0.04	£0.24	£1.17	£0.13	£1.15	£16.97	£0.22	£0.00	£0.00	£22.01
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.62	£0.00	£0.00	£5.62
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.03	£0.00	£0.00	£0.00	£0.00	£0.94	£0.38	£0.10	£0.04	£0.00	£0.00	£0.46	£2.38	£92.73	£0.00	£97.07
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£50.08	£50.10
Other study area zones Total		£0.10	£0.09	£0.08	£0.29	£0.59	£0.50	£0.55	£0.12	£0.03	£0.00	£0.00	£0.00	£0.08	£2.54	£0.70	£0.37	£2.30	£1.45	£6.36	£17.95	£14.42	£92.73	£50.77	£192.01
Outside Study Area	Outside Study Area	£0.06	£0.16	£0.14	£0.14	£0.21	£0.65	£0.05	£0.26	£0.23	£0.02	£0.06	£0.00	£0.00	£0.08	£0.00	£0.07	£0.14	£0.38	£0.38	£0.98	£6.85	£11.61	£23.40	£45.88
	Grand Total	£3.12	£6.83	£3.78	£5.75	£4.78	£6.96	£4.56	£3.54	£1.97	£1.53	£6.65	£7.00	£5.53	£7.98	£4.09	£4.73	£5.12	£4.35	£7.10	£19.76	£24.58	£114.08	£74.17	£327.96

Notes
Tables L7Bb + L8Bb

Table L10Ba: Games of chance - market share 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	27.6%	46.9%	18.7%	0.0%	6.9%	4.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	30.9%	8.7%	5.1%	39.2%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	5.1%
	Billericay town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Laindon town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Basildon Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Pitsea town centre	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Basildon Total		34.6%	46.9%	18.7%	0.0%	6.9%	4.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	30.9%	8.7%	5.1%	39.2%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	5.3%
Castle Point	Canvey Island	3.5%	0.0%	0.0%	0.0%	68.5%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
	Hadleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	South Benfleet	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Tarpots	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thundersley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Point Total		3.5%	0.0%	0.0%	0.0%	72.7%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Rochford	Great Wakering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Rochford Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	Rochford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rochford Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	52.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Southend	Leigh-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Southend Destination	0.0%	0.0%	44.1%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	Shoeburyness	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	Southend-on-Sea town centre	48.6%	53.1%	37.2%	100.0%	20.5%	55.0%	100.0%	32.0%	94.3%	91.5%	80.9%	51.8%	83.0%	44.8%	0.0%	73.1%	0.0%	12.1%	8.9%	67.7%	0.0%	6.5%	0.0%	28.1%
	Westcliff-on-Sea	13.2%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	6.5%	0.0%	8.5%	11.9%	43.8%	17.0%	0.0%	11.9%	0.0%	0.0%	36.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Southend Total		61.8%	53.1%	81.3%	100.0%	20.5%	65.8%	100.0%	38.5%	100.0%	100.0%	96.8%	100.0%	100.0%	44.8%	11.9%	73.1%	0.0%	48.2%	8.9%	67.7%	0.0%	6.5%	0.0%	32.9%
Thurrock	Corringham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Grays town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Lakeside shopping centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Other Thurrock Destination	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Stanford-le-Hope local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tilbury local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurrock Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.6%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Other study area zones	Zone 17	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.6%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.5%
	Zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.0%	31.6%	0.0%	0.0%	0.0%	0.0%	1.4%
	Zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	0.0%	27.8%	14.3%	0.0%	0.0%	0.0%	1.4%
	Zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	25.0%	15.1%	15.5%	0.0%	0.0%	0.0%	0.0%	93.5%	0.0%	29.4%
	Zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	49.3%	9.2%
Other study area zones Total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	25.0%	15.1%	60.8%	36.0%	59.4%	14.3%	8.8%	93.5%	49.3%	41.9%
Outside Study Area	Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	54.4%	0.0%	0.0%	15.8%	27.8%	18.1%	91.2%	0.0%	50.7%	15.4%
	Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Market shares derived from household survey (Q37), excluding don't knows/don't do

Table L10Bb: Games of chance - turnover 2016

		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside							
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total
Basildon	Basildon town centre	£1.85	£5.40	£0.89	£0.00	£0.54	£0.38	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£3.07	£0.53	£0.40	£1.60	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£15.28
	Billericay town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Laindon town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Basildon Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Pitsea town centre	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
Basildon Total		£2.33	£5.40	£0.89	£0.00	£0.54	£0.38	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£3.07	£0.53	£0.40	£1.60	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£15.75
Castle Point	Canvey Island	£0.24	£0.00	£0.00	£0.00	£5.41	£2.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.33
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Castle Point Total		£0.24	£0.00	£0.00	£0.00	£5.74	£2.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.66
Rochford	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Rochford Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22
	Rayleigh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.95	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.95
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rochford Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.17
Southend	Leigh-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Other Southend Destination	£0.00	£0.00	£2.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.72
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36
	Southend-on-Sea town centre	£3.27	£6.13	£1.78	£4.98	£1.62	£4.93	£4.78	£1.33	£2.81	£1.47	£7.20	£5.20	£5.99	£4.45	£0.00	£5.78	£0.00	£0.52	£0.74	£14.34	£0.00	£6.44	£0.00	£83.75
	Westcliff-on-Sea	£0.89	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.27	£0.00	£0.14	£1.06	£4.40	£1.23	£0.00	£0.72	£0.00	£0.00	£1.55	£0.00	£0.00	£0.00	£0.00	£0.00	£11.23
Southend Total		£4.16	£6.13	£3.90	£4.98	£1.62	£5.89	£4.78	£1.61	£2.98	£1.60	£8.62	£10.04	£7.22	£4.45	£0.72	£5.78	£0.00	£2.08	£0.74	£14.34	£0.00	£6.44	£0.00	£98.06
Thurrock	Corringham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.32
	Lakeside shopping centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53
	Other Thurrock Destination	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23
	South Ockendon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thurrock Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.07
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04	£0.00	£0.00	£0.00	£2.02	£0.00	£0.00	£3.06
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£2.62	£0.00	£0.00	£0.00	£0.00	£4.18
	Zone 20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80	£0.00	£2.30	£3.02	£0.00	£0.00	£0.00	£6.13
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
	Zone 22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.87	£1.51	£1.19	£0.63	£0.00	£0.00	£0.00	£0.00	£92.16	£0.00	£96.37
	Zone 23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£35.35	£35.35
Other study area zones Total		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.87	£1.51	£1.19	£2.47	£1.55	£4.92	£3.02	£2.02	£92.16	£35.35	£145.08
Outside Study Area	Outside Study Area	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.29	£0.00	£0.00	£0.68	£2.30	£3.83	£20.86	£0.00	£36.40	£67.76
	Grand Total	£6.72	£11.53	£4.79	£4.98	£7.90	£8.96	£4.78	£4.17	£2.98	£1.60	£8.90	£10.04	£7.22	£9.94	£6.05	£7.90	£4.07	£4.32	£8.29	£21.19	£22.88	£98.60	£71.74	£339.55

Notes

Product of Table L3Ba & L2B

Table L11B: Leisure summary 2016 by local authority

	Turnover 2016 (£M)					Market shares			
	A3-5	Cinema	Recreation	Games of chance	Total	A3-5	Cinema	Recreation	Games of chance
South Essex									
Turnover derived from South Essex zones	£433.44	£28.91	£70.63	£101.19	£634.17	74.8%	64.8%	78.4%	79.9%
Turnover derived from elsewhere in study area	£146.05	£15.71	£19.44	£25.52	£206.72	25.2%	35.2%	21.6%	20.1%
Leakage from South Essex zones	£110.19	£4.52	£13.30	£11.33	£139.34	21.4%	14.4%	16.9%	10.4%
Basildon									
Turnover derived from Basildon zones	£90.77	£6.79	£15.85	£8.63	£122.03	70.7%	41.9%	47.7%	54.8%
Turnover derived from elsewhere in study area	£37.67	£9.40	£17.35	£7.12	£71.55	29.3%	58.1%	52.3%	45.2%
Leakage from Basildon zones	£36.38	£0.88	£3.63	£19.40	£60.29	28.6%	11.5%	18.6%	69.2%
Castle Point									
Turnover derived from Castle Point zones	£31.80	£1.60	£4.26	£8.42	£46.08	94.2%	66.2%	88.9%	97.3%
Turnover derived from elsewhere in study area	£1.94	£0.81	£0.53	£0.24	£3.53	5.8%	33.8%	11.1%	2.7%
Leakage from Castle Point zones	£46.93	£3.28	£7.48	£8.44	£66.14	59.6%	67.3%	63.7%	50.0%
Rochford									
Turnover derived from Rochford zones	£48.28	£0.00	£6.46	£2.17	£56.91	72.4%	0.0%	75.7%	100.0%
Turnover derived from elsewhere in study area	£18.36	£0.00	£2.07	£0.00	£20.43	27.6%	0.0%	24.3%	0.0%
Leakage from Rochford zones	£23.52	£4.59	£5.15	£11.36	£44.62	32.8%	100.0%	44.4%	84.0%
Southend									
Turnover derived from Southend zones	£111.44	£6.38	£15.87	£25.88	£159.57	61.6%	61.9%	54.3%	26.4%
Turnover derived from elsewhere in study area	£69.44	£3.93	£13.36	£72.18	£158.91	38.4%	38.1%	45.7%	73.6%
Leakage from Southend zones	£16.21	£1.54	£3.30	£0.28	£21.34	12.7%	19.5%	17.2%	1.1%
Thurrock									
Turnover derived from Thurrock zones	£49.21	£4.06	£6.36	£2.07	£61.71	29.0%	25.8%	44.5%	100.0%
Turnover derived from elsewhere in study area	£120.57	£11.65	£7.94	£0.00	£140.17	71.0%	74.2%	55.5%	0.0%
Leakage from Thurrock zones	£59.81	£2.30	£10.43	£21.81	£94.36	54.9%	36.2%	62.1%	91.3%

Notes

Derived from Tables L5B, L6Bb, L9B & L10Bb

APPENDIX G IMPACT ASSESSMENT

Table I1A: Comparison diversion to Lakeside and Bluewater and impact 2026

		Diversion to Lakeside																									
		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside									
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total	Impact
Basildon	Basildon town centre	£1.10	£2.58	£1.06	£1.07	£1.81	£1.04	£0.19	£0.38	£0.00	£0.01	£0.01	£0.01	£0.08	£0.59	£0.09	£2.35	£0.44	£0.18	£0.03	£0.02	£0.15	£0.21	£0.03	£13.43	2.55%
	Billericay town centre	£0.00	£0.04	£0.00	£0.31	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.49	1.06%
	Laindon town centre	£0.00	£0.12	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.01	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.19	1.15%
	Pitsea town centre	£0.04	£0.02	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	1.16%
	Wickford town centre	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.03	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	0.92%
	Basildon out-of-centre	£0.34	£1.24	£0.52	£0.84	£0.38	£0.37	£0.06	£0.12	£0.01	£0.02	£0.02	£0.03	£0.02	£0.17	£0.01	£0.68	£0.32	£0.32	£0.02	£0.00	£0.21	£0.47	£0.00	£6.15	2.38%
	Other Basildon destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.55%
Basildon total		£1.49	£4.00	£1.94	£2.23	£2.20	£1.43	£0.25	£0.51	£0.01	£0.03	£0.03	£0.03	£0.10	£0.78	£0.10	£3.07	£0.94	£0.63	£0.05	£0.02	£0.40	£0.67	£0.03	£20.92	
Castle Point	Canvey Island	£0.01	£0.01	£0.00	£0.00	£0.54	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.93	1.70%
	Canvey Island out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	1.71%
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.04	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	1.72%
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.86%
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.86%
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.44%
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.86%
Castle Point total		£0.01	£0.01	£0.00	£0.00	£0.62	£0.36	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04	
Rochford	Rayleigh	£0.01	£0.00	£0.01	£0.01	£0.08	£0.28	£0.41	£0.32	£0.00	£0.01	£0.00	£0.01	£0.11	£0.00	£0.00	£0.00	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28	1.10%
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.31%
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.22%
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	0.49%
	Rayleigh out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.12	£0.13	£0.02	£0.04	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.36	0.66%
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.03	£0.03	£0.02	£0.03	£0.02	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.42	£0.00	£0.60	1.68%
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	0.52%
Rochford total		£0.01	£0.01	£0.02	£0.01	£0.20	£0.42	£0.49	£0.43	£0.03	£0.05	£0.02	£0.01	£0.16	£0.00	£0.00	£0.00	£0.01	£0.03	£0.00	£0.00	£0.02	£0.43	£0.01	£2.33	
Southend	Southend-on-Sea town centre	£0.02	£0.04	£0.01	£0.00	£0.37	£1.63	£0.68	£0.30	£0.33	£0.19	£1.70	£0.90	£1.89	£0.01	£0.02	£0.02	£0.04	£0.04	£0.01	£0.00	£0.00	£0.00	£0.00	£8.22	1.48%
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01	£0.06	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	0.45%
	Leigh-on-Sea	£0.00	£0.02	£0.01	£0.00	£0.02	£0.24	£0.01	£0.01	£0.00	£0.00	£0.01	£0.02	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65	1.20%
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	0.54%
	Southend-on-Sea out-of-centre	£0.00	£0.01	£0.00	£0.00	£0.02	£0.04	£0.03	£0.03	£0.04	£0.04	£0.08	£0.08	£0.19	£0.02	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.19	£0.06	£0.01	£0.88	0.43%
	Westcliff-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.30%
	Other Southend-on-Sea destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.03	0.34%
Southend total		£0.02	£0.08	£0.01	£0.00	£0.42	£1.92	£0.72	£0.35	£0.38	£0.23	£1.85	£1.06	£2.42	£0.03	£0.03	£0.03	£0.06	£0.04	£0.01	£0.00	£0.20	£0.06	£0.01	£9.94	
Thurrock	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	4.17%
	Lakeside shopping centre	*-£1.61*	*-£4.37*	*-£2.15*	*-£2.56*	*-£3.90*	*-£4.84*	*-£1.59*	*-£1.53*	*-£0.44*	*-£0.33*	*-£2.02*	*-£1.18*	*-£2.97*	*-£7.63*	*-£4.58*	*-£5.42*	*-£2.11*	*-£1.10*	*-£0.44*	*-£2.18*	*-£12.95*	*-£74.92*	*-£4.82*	*-£145.64*	
	Lakeside retail parks	£0.05	£0.17	£0.07	£0.06	£0.39	£0.34	£0.05	£0.06	£0.00	£0.01	£0.06	£0.02	£0.16	£4.41	£2.67	£1.48	£0.14	£0.04	£0.03	£0.07	£0.75	£17.06	£0.21	£28.32	2.64%
	South Ockenden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.41	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43	4.39%
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	1.42%
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	1.65%
	Thurrock out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.01	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.40	3.40%
	Thurrock neighbourhood parades	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.01	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	1.52%
	Other Thurrock destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.05	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	2.00%
Thurrock total		-£1.55	-£4.20	-£2.07	-£2.50	-£3.51	-£4.50	-£1.54	-£1.47	-£0.44	-£0.32	-£1.96	-£1.16	-£2.81	-£2.90	-£1.39	-£3.44	-£1.97	-£1.05	-£0.41	-£2.11	-£12.19	-£57.78	-£4.61	-£115.89	
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	2.06%
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	0.62%
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.16	£0.01	£0.01	£0.00	£0.00	£0.19	0.21%
	Zone 20	£0.00	£0.03	£0.07	£0.14	£0.03	£0.06	£0.03	£0.13	£0.00	£0.01	£0.00	£0.01	£0.04	£0.07	£0.01	£0.00	£0.29	£0.22	£0.16	£1.96	£0.36	£0.87	£0.00	£4.49	0.55%
	Zone 21	£0.00	£0.00	£0.00	£0.01	£0.00	£0.02	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.07	£0.01	£0.38	£0.00	£0.00	£0.04	£6.61	£0.07	£0.00	£7.29	2.10%
	Zone 22	£0.01	£0.03	£0.00	£0.01	£0.00	£0.02	£0.00	£0.01	£0.00	£0.00	£0.00	£0.02	£0.01	£1.54	£1.02	£0.21	£0.14	£0.00	£0.01	£0.01	£1.38	£46.69	£0.00	£51.11	3.08%
	Zone 23	£0.01	£0.01	£0.01	£0.07	£0.03	£0.09	£0.02	£0.02	£0.00	£0.00	£0.02	£0.01	£0.05	£0.25	£0.13	£0.09	£0.08	£0.02	£0.00	£0.02	£0.65	£3.70	£4.13	£9.40	0.49%
Other study area zones total		£0.02	£0.07	£0.08	£0.22	£0.06	£0.19	£0.06	£0.16	£0.01	£0.01	£0.02	£0.03	£0.10	£1.94	£1.22	£0.31	£0.91	£0.35	£0.33	£2.04	£9.02	£51.33	£4.13	£72.61	
Outside study area		£0.01	£0.03	£0.02	£0.04	£0.02	£0.17	£0.02	£0.02	£0.01	£0.00	£0.03	£0.02	£0.03	£0.15	£0.03	£0.04	£0.06	£0.01	£0.02	£0.05	£2.56	£5.28	£0.43	£9.05	0.84%

Table I2A: Comparison diversion to Lakeside and Bluewater and impact 2026

		Diversion to Bluewater																								
		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside								Cumulative
Local auth	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total	impact
Basildon	Basildon to	£0.81	£0.66	£0.00	£0.00	£0.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.02	£0.80	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£3.00	3.12%
	Billericay to	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	1.08%
	Laindon to	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	1.38%
	Pitsea towr	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	1.57%
	Wickford to	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.93%
	Basildon o	£0.25	£0.32	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.91	2.73%
	Other Basil	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.55%
Basildon total		£1.10	£1.02	£0.00	£0.00	£0.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.02	£1.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.21	£4.01	
Castle Poir	Canvey Isla	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	1.97%
	Canvey Isla	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	2.10%
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	2.08%
	South Benf	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	1.08%
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	1.08%
	Thundersle	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.44%
	Other Cast	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	1.08%
Castle Point total		£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	
Rochford	Rayleigh	£0.01	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	1.12%
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.31%
	Great Wak	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.22%
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.49%
	Rayleigh o	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.08	0.80%
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.01	1.71%
	Other Roch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.52%
Rochford total		£0.01	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.04	£0.11	
Southend	Southend-c	£0.01	£0.01	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	1.50%
	Westcliff-o	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.46%
	Leigh-on-S	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	1.23%
	Shoeburyn	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.54%
	Southend-c	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.13	0.49%
	Westcliff-o	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.30%
	Other Sout	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.34%
Southend total		£0.02	£0.02	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.27	
Thurrock	Grays towr	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	5.26%
	Lakeside s	£0.15	£0.21	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76	£2.32	£1.57	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£1.55	£8.48	9.06%
	Lakeside re	£0.04	£0.04	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.66	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£1.55	£3.61	2.98%
	South Ocke	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	5.47%
	Stanford-le	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	1.91%
	Tilbury loca	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	2.03%
	Thurrock o	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	3.89%
	Thurrock n	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	1.98%
	Other Thur	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	2.47%
Thurrock total		£0.19	£0.26	£0.00	£0.00	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.11	£3.12	£2.27	£0.00	£0.00	£0.00	£0.00	£0.00	£1.92	£3.10	£12.42	
Other study	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	2.12%
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.62%
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.21%
	Zone 20	£0.00	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.04	0.56%
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	2.11%
	Zone 22	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.25	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.99	£0.00	£1.45	3.16%
	Zone 23	£0.01	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.03	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£31.22	£31.40	2.13%
Other study area zone		£0.01	£0.02	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.30	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£1.09	£31.23	£32.92	
Outside study area		£0.02	£0.03	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.03	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£13.09	£13.75	2.11%

Table I3A: Comparison goods need post-impact

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£2,134	£2,389	£2,886	£3,474	£3,898	£4,354
B Market share of study area (%)	90%	90%	90%	90%	90%	90%
C Retained expenditure (£M)	£1,924	£2,154	£2,605	£3,136	£3,519	£3,931
D Inflow expenditure (£M)	£1,251	£1,430	£1,838	£2,242	£2,540	£2,843
E Total available expenditure (£M)	£3,175	£3,583	£4,443	£5,378	£6,059	£6,773
Claims on expenditure						
F Turnover of existing floorspace (£M)	£3,175	£3,489	£4,427	£4,864	£5,147	£5,446
G Turnover of commitments (£M)	£262	£289	£74	£81	£86	£91
Quantitative need						
H Expenditure capacity (£M)	-£262	-£194	-£57	£433	£827	£1,237
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	29,426	- 7,912	54,386	98,182	138,898
K Gross quantitative need (sqm)	-	42,037	- 11,303	77,695	140,259	198,426

Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£536.33	£598.72	£721.06	£865.59	£970.05	£1,083.21
B Market share of study area (%)	76%	76%	75%	75%	75%	75%
C Retained expenditure (£M)	£408.39	£455.89	£540.08	£648.34	£726.57	£811.33
D Inflow expenditure (£M)	£273.32	£310.87	£355.71	£432.62	£489.14	£547.24
E Total available expenditure (£M)	£681.72	£766.77	£895.79	£1,080.96	£1,215.72	£1,358.57
Claims on expenditure						
F Turnover of existing floorspace (£M)	£681.72	£748.99	£893.05	£981.18	£1,038.18	£1,098.48
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0	£18	£3	£100	£178	£260
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,697	377	12,539	21,087	29,195
K Gross quantitative need (sqm)		3,852	539	17,913	30,124	41,707

Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£321.65	£356.17	£427.07	£510.87	£570.69	636.7243
B Market share of study area (%)	14%	14%	14%	14%	14%	14%
C Retained expenditure (£M)	£44.22	£48.97	£57.93	£69.30	£77.42	£86.37
D Inflow expenditure (£M)	£3.79	£4.31	£5.09	£6.18	£6.99	£7.82
E Total available expenditure (£M)	£48.01	£53.28	£63.02	£75.48	£84.41	£94.19
Claims on expenditure						
F Turnover of existing floorspace (£M)	£48.01	£52.75	£62.72	£68.91	£72.91	£77.14
G Turnover of commitments (£M)	£18.87	£20.73	£22.77	£25.02	£26.48	£28.01
Quantitative need						
H Expenditure capacity (£M)	-£19	-£20	-£22	-£18	-£15	-£11
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	3,064	- 3,103	- 2,318	- 1,779	- 1,231
K Gross quantitative need (sqm)	-	4,378	- 4,433	- 3,311	- 2,541	- 1,758

Table I3A: Comparison goods need post-impact

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£289.27	£320.69	£385.06	£461.03	£514.79	574.2531
B Market share of study area (%)	32%	32%	31%	31%	31%	31%
C Retained expenditure (£M)	£91.29	£101.21	£120.56	£144.35	£161.18	£179.80
D Inflow expenditure (£M)	£77.21	£87.79	£102.97	£106.73	£120.66	£134.99
E Total available expenditure (£M)	£168.51	£189.00	£223.53	£251.08	£281.84	£314.78
Claims on expenditure						
F Turnover of existing floorspace (£M)	£168.51	£185.14	£223.43	£245.47	£259.73	£274.82
G Turnover of commitments (£M)						
Quantitative need						
H Expenditure capacity (£M)	£0	£4	£0	£6	£22	£40
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		586	15	705	2,625	4,486
K Gross quantitative need (sqm)		837	21	1,007	3,751	6,408

Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£531.53	£596.16	£721.26	£869.08	£976.02	1090.501
B Market share of study area (%)	79%	79%	78%	78%	78%	78%
C Retained expenditure (£M)	£417.86	£468.67	£562.31	£677.55	£760.92	£850.17
D Inflow expenditure (£M)	£216.56	£246.21	£284.70	£346.17	£391.33	£437.79
E Total available expenditure (£M)	£634.42	£714.88	£847.01	£1,023.72	£1,152.25	£1,287.97
Claims on expenditure						
F Turnover of existing floorspace (£M)	£634.42	£697.02	£846.59	£930.14	£984.17	£1,041.34
G Turnover of commitments (£M)	£2.45	£2.69	£2.95	£3.24	£3.43	£3.59
Quantitative need						
H Expenditure capacity (£M)	-£2.45	£15.17	-£2.54	£90.34	£164.65	£243.04
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,302	- 350	11,353	19,556	27,282
K Gross quantitative need (sqm)		3,288	- 500	16,218	27,937	38,974

Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£455.14	£517.08	£631.66	£767.26	£866.65	969.7532
B Market share of study area (%)	74%	74%	75%	75%	75%	75%
C Retained expenditure (£M)	£335	£380	£472	£573	£647	£724
D Inflow expenditure (£M)	£1,308	£1,486	£1,938	£2,355	£2,661	£2,977
E Total available expenditure (£M)	£1,643	£1,866	£2,410	£2,928	£3,308	£3,701
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,643	£1,805	£2,401	£2,638	£2,792	£2,954
G Turnover of commitments (£M)	£240	£264	£46	£50	£52	£56
Quantitative need						
H Expenditure capacity (£M)	-£240	-£203.35	-£37.58	£240.16	£464.36	£691.78
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	30,847	- 5,189	30,181	55,153	77,653
K Gross quantitative need (sqm)	-	44,067	- 7,413	43,116	78,790	110,932

Table IA3: Comparison goods need post-impact

	2021	2026	2031	2034	2037
South Essex authorities					
Baseline	-29,426	28,455	89,287	132,055	171,858
Post-impact	-29,426	-7,912	54,386	98,182	138,898
Reduction in need	0	-36,367	-34,901	-33,874	-32,960
Basildon					
Baseline	2,697	14,709	27,350	36,236	44,655
Post-impact	2,697	377	12,539	21,087	29,195
Reduction in need	0	-14,332	-14,811	-15,149	-15,460
Castle Point					
Baseline	-3,003	-2,190	-1,334	-752	-161
Post-impact	-3,064	-3,103	-2,318	-1,779	-1,231
Reduction in need	-61	-913	-984	-1,027	-1,070
Rochford					
Baseline	586	3,520	6,607	8,740	10,792
Post-impact	586	15	705	2,625	4,486
Reduction in need	0	-3,505	-5,902	-6,115	-6,306
Southend					
Baseline	2,309	13,743	25,759	34,183	42,104
Post-impact	2,302	-350	11,353	19,556	27,282
Reduction in need	-8	-14,093	-14,406	-14,627	-14,823
Thurrock					
Baseline	-30,031	2,538	36,641	60,714	82,445
Post-impact	-30,847	-5,189	30,181	55,153	77,653
Reduction in need	-816	-7,727	-6,460	-5,562	-4,792

Notes

Sqm net

Table I1B: Comparison diversion to Lakeside and Bluewater and impact 2026

		Diversion to Lakeside																								
		Basildon						Castle Point		Rochford				Southend			Thurrock			Outside								
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total	Impact
Basildon	Basildon town centre	£1.10	£2.58	£1.06	£1.07	£1.81	£1.04	£0.19	£0.38	£0.00	£0.01	£0.01	£0.01	£0.08	£0.59	£0.09	£2.35	£0.44	£0.18	£0.03	£0.02	£0.15	£0.21	£0.03	£13.43	2.57%
	Billericay town centre	£0.00	£0.04	£0.00	£0.31	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.49	1.06%
	Laindon town centre	£0.00	£0.12	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.01	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.19	1.16%
	Pitsea town centre	£0.04	£0.02	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	1.17%
	Wickford town centre	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.03	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	0.93%
	Basildon out-of-centre	£0.34	£1.24	£0.52	£0.84	£0.38	£0.37	£0.06	£0.12	£0.01	£0.02	£0.02	£0.03	£0.02	£0.17	£0.01	£0.68	£0.32	£0.32	£0.02	£0.00	£0.21	£0.47	£0.00	£6.15	2.39%
	Other Basildon destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.55%
Basildon total		£1.49	£4.00	£1.94	£2.23	£2.20	£1.43	£0.25	£0.51	£0.01	£0.03	£0.03	£0.03	£0.10	£0.78	£0.10	£3.07	£0.94	£0.63	£0.05	£0.02	£0.40	£0.67	£0.03	£20.92	
Castle Point	Canvey Island	£0.01	£0.01	£0.00	£0.00	£0.54	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.93	1.76%
	Canvey Island out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	1.79%
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.04	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	1.79%
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.89%
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.89%
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.44%
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.89%
Castle Point total		£0.01	£0.01	£0.00	£0.00	£0.62	£0.36	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04	
Rochford	Rayleigh	£0.01	£0.00	£0.01	£0.01	£0.08	£0.28	£0.41	£0.32	£0.00	£0.01	£0.00	£0.01	£0.11	£0.00	£0.00	£0.00	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28	1.11%
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.32%
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.23%
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	0.49%
	Rayleigh out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.12	£0.13	£0.02	£0.04	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.36	0.68%
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.03	£0.03	£0.02	£0.03	£0.02	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.42	£0.00	£0.60	1.69%
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	0.52%
Rochford total		£0.01	£0.01	£0.02	£0.01	£0.20	£0.42	£0.49	£0.43	£0.03	£0.05	£0.02	£0.01	£0.16	£0.00	£0.00	£0.00	£0.01	£0.03	£0.00	£0.00	£0.02	£0.43	£0.01	£2.33	
Southend	Southend-on-Sea town centre	£0.02	£0.04	£0.01	£0.00	£0.37	£1.63	£0.68	£0.30	£0.33	£0.19	£1.70	£0.90	£1.89	£0.01	£0.02	£0.02	£0.04	£0.04	£0.01	£0.00	£0.00	£0.00	£0.00	£8.22	1.48%
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01	£0.06	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	0.46%
	Leigh-on-Sea	£0.00	£0.02	£0.01	£0.00	£0.02	£0.24	£0.01	£0.01	£0.00	£0.00	£0.01	£0.02	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65	1.21%
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	0.54%
	Southend-on-Sea out-of-centre	£0.00	£0.01	£0.00	£0.00	£0.02	£0.04	£0.03	£0.03	£0.04	£0.04	£0.08	£0.08	£0.19	£0.02	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.19	£0.06	£0.01	£0.88	0.43%
	Westcliff-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.30%
	Other Southend-on-Sea destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.03	0.34%
Southend total		£0.02	£0.08	£0.01	£0.00	£0.42	£1.92	£0.72	£0.35	£0.38	£0.23	£1.85	£1.06	£2.42	£0.03	£0.03	£0.03	£0.06	£0.04	£0.01	£0.00	£0.20	£0.06	£0.01	£9.94	
Thurrock	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	4.26%
	Lakeside shopping centre	*-£1.61*	*-£4.37*	*-£2.15*	*-£2.56*	*-£3.90*	*-£4.84*	*-£1.59*	*-£1.53*	*-£0.44*	*-£0.33*	*-£2.02*	*-£1.18*	*-£2.97*	*-£7.63*	*-£4.58*	*-£5.42*	*-£2.11*	*-£1.10*	*-£0.44*	*-£2.18*	*-£12.95*	*-£74.92*	*-£4.82*	*-£145.64*	
	Lakeside retail parks	£0.05	£0.17	£0.07	£0.06	£0.39	£0.34	£0.05	£0.06	£0.00	£0.01	£0.06	£0.02	£0.16	£4.41	£2.67	£1.48	£0.14	£0.04	£0.03	£0.07	£0.75	£17.06	£0.21	£28.32	2.65%
	South Ockenden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.41	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43	4.50%
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	1.42%
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	1.65%
	Thurrock out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.01	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.40	3.40%
	Thurrock neighbourhood parades	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.01	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	1.52%
	Other Thurrock destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.05	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	2.03%
Thurrock total		-£1.55	-£4.20	-£2.07	-£2.50	-£3.51	-£4.50	-£1.54	-£1.47	-£0.44	-£0.32	-£1.96	-£1.16	-£2.81	-£2.90	-£1.39	-£3.44	-£1.97	-£1.05	-£0.41	-£2.11	-£12.19	-£57.78	-£4.61	-£115.89	
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	2.06%
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	0.62%
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.16	£0.01	£0.01	£0.00	£0.00	£0.19	0.21%
	Zone 20	£0.00	£0.03	£0.07	£0.14	£0.03	£0.06	£0.03	£0.13	£0.00	£0.01	£0.00	£0.01	£0.04	£0.07	£0.01	£0.00	£0.29	£0.22	£0.16	£1.96	£0.36	£0.87	£0.00	£4.49	0.55%
	Zone 21	£0.00	£0.00	£0.00	£0.01	£0.00	£0.02	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.07	£0.01	£0.38	£0.00	£0.00	£0.04	£6.61	£0.07	£0.00	£7.29	2.11%
	Zone 22	£0.01	£0.03	£0.00	£0.01	£0.00	£0.02	£0.00	£0.01	£0.00	£0.00	£0.00	£0.02	£0.01	£1.54	£1.02	£0.21	£0.14	£0.00	£0.01	£0.01	£1.38	£46.69	£0.00	£51.11	3.08%
	Zone 23	£0.01	£0.01	£0.01	£0.07	£0.03	£0.09	£0.02	£0.02	£0.00	£0.00	£0.02	£0.01	£0.05	£0.25	£0.13	£0.09	£0.08	£0.02	£0.00	£0.02	£0.65	£3.70	£4.13	£9.40	0.49%
Other study area zones total		£0.02	£0.07	£0.08	£0.22	£0.06	£0.19	£0.06	£0.16	£0.01	£0.01	£0.02	£0.03	£0.10	£1.94	£1.22	£0.31	£0.91	£0.35	£0.33	£2.04	£9.02	£51.33	£4.13	£72.61	
Outside study area		£0.01	£0.03	£0.02	£0.04	£0.02	£0.17	£0.02	£0.02	£0.01	£0.00	£0.03	£0.02	£0.03	£0.15	£0.03	£0.04	£0.06	£0.01	£0.02	£0.05	£2.56	£5.28	£0.43	£9.05	0.84%

Table I2B: Comparison diversion to Lakeside and Bluewater and impact 2026

		Diversion to Bluewater																										
		Basildon				Castle Point		Rochford				Southend			Thurrock			Outside									Cumulative	
Local authority	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Total	Diversion	Impact
Basildon	Basildon town centre	£0.82	£0.67	£0.00	£0.00	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.02	£0.80	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£3.08	£16.51	3%
	Billericay town centre	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.50	1%
	Laindon town centre	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.23	1%
	Pitsea town centre	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.18	2%
	Wickford town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54	1%
	Basildon out-of-centre	£0.25	£0.32	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.92	£7.07	3%
	Other Basildon destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	1%
Basildon total		£1.11	£1.03	£0.00	£0.00	£0.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.02	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.27	£4.11		
Castle Point	Canvey Island	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£1.08	2%
	Canvey Island out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.04	2%
	Hadleigh	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.06	2%
	South Benfleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	1%
	Tarpots	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	1%
	Thundersley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0%
	Other Castle Point destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	1%
Castle Point total		£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17		
Rochford	Rayleigh	£0.01	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£1.31	1%
	Ashington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0%
	Great Wakering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0%
	Hockley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	0%
	Rayleigh out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.09	£0.45	1%
	Rochford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.01	£0.61	2%
	Other Rochford destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	1%
Rochford total		£0.01	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.06	£0.13		
Southend	Southend-on-Sea town centre	£0.01	£0.01	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£8.35	2%
	Westcliff-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	0%
	Leigh-on-Sea	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.67	1%
	Shoeburyness	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	1%
	Southend-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.16	£1.03	1%
	Westcliff-on-Sea out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0%
	Other Southend-on-Sea destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	0%
Southend total		£0.02	£0.02	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.30		
Thurrock	Grays town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.06	5%
	Lakeside shopping centre	£0.16	£0.22	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.78	£2.35	£1.61	£0.00	£0.00	£0.00	£0.00	£0.00	£1.74	£1.97	£9.19	*-£136.45*	9%
	Lakeside retail parks	£0.04	£0.04	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.66	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£1.96	£4.05	£32.37	3%
	South Ockenden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.53	6%
	Stanford-le-Hope local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.17	2%
	Tilbury local centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.15	2%
	Thurrock out-of-centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.46	4%
	Thurrock neighbourhood parades	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.28	2%
	Other Thurrock destinations	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.10	3%
Thurrock total		£0.20	£0.27	£0.00	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.14	£3.14	£2.30	£0.00	£0.00	£0.00	£0.00	£0.00	£2.14	£3.93	£13.57		
Other study area zones	Zone 17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	2%
	Zone 18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	1%
	Zone 19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	0%
	Zone 20	£0.00	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.04	£4.53	1%
	Zone 21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£7.32	2%
	Zone 22	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.25	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£1.09	£0.01	£1.55	£52.66	3%
	Zone 23	£0.01	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.03	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£39.28	£39.46	£48.86	3%
Other study area zones total		£0.01	£0.02	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.30	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£1.20	£39.28	£41.08		
Outside study area		£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£4.12	£4.29	£13.35	

Table I3B: Comparison goods need post-impact

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£2,127	£2,378	£2,861	£3,489	£3,948	£4,490
B Market share of study area (%)	90.2%	90.2%	90.5%	90.5%	90.5%	90.5%
C Retained expenditure (£M)	£1,917	£2,144	£2,590	£3,158	£3,573	£4,064
D Inflow expenditure (£M)	£1,251	£1,430	£1,780	£2,171	£2,460	£2,753
E Total available expenditure (£M)	£3,169	£3,574	£4,370	£5,329	£6,033	£6,817
Claims on expenditure						
F Turnover of existing floorspace (£M)	£3,169	£3,482	£4,359	£4,789	£5,067	£5,361
G Turnover of commitments	£262	£289	£74	£81	£86	£91
Quantitative need						
H Expenditure capacity (£M)	-£262	-£197	-£62	£460	£880	£1,365
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	29,839	- 8,613	57,758	104,515	153,226
K Gross quantitative need (sqm)	-	42,627	- 12,305	82,511	149,308	218,894

Basildon						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£533.96	£594.55	£717.01	£876.26	£993.21	£1,129.91
B Market share of study area (%)	76.1%	76.1%	76.4%	76.4%	76.4%	76.4%
C Retained expenditure (£M)	£406.58	£452.71	£548.02	£669.74	£759.13	£863.61
D Inflow expenditure (£M)	£273.12	£310.38	£364.61	£443.64	£502.38	£564.32
E Total available expenditure (£M)	£679.69	£763.09	£912.63	£1,113.38	£1,261.51	£1,427.93
Claims on expenditure						
F Turnover of existing floorspace (£M)	£679.69	£746.77	£910.56	£1,000.41	£1,058.53	£1,120.02
G Turnover of commitments						
Quantitative need						
H Expenditure capacity (£M)	£0	£16	£2	£113	£203	£308
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,476	286	14,197	24,109	34,563
K Gross quantitative need (sqm)		3,536	408	20,281	34,441	49,376

Castle Point						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£321.48	£350.03	£410.81	£490.48	£546.73	£613.47
B Market share of study area (%)	13.7%	13.7%	13.8%	13.8%	13.8%	13.8%
C Retained expenditure (£M)	£44.20	£48.12	£56.66	£67.65	£75.41	£84.62
D Inflow expenditure (£M)	£3.77	£4.29	£5.12	£6.24	£7.07	£7.95
E Total available expenditure (£M)	£47.97	£52.41	£61.78	£73.89	£82.48	£92.57
Claims on expenditure						
F Turnover of existing floorspace (£M)	£47.97	£52.70	£61.59	£67.67	£71.60	£75.76
G Turnover of commitments	£18.87	£20.73	£22.77	£25.02	£26.48	£28.01
Quantitative need						
H Expenditure capacity (£M)	-£19	-£21	-£23	-£19	-£16	-£11
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	3,189	- 3,119	- 2,363	- 1,852	- 1,258
K Gross quantitative need (sqm)	-	4,556	- 4,455	- 3,375	- 2,646	- 1,797

Table I3B: Comparison goods need post-impact

Rochford						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£288.65	£324.94	£382.96	£462.73	£520.34	£587.70
B Market share of study area (%)	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%
C Retained expenditure (£M)	£91.11	£102.56	£120.88	£146.06	£164.24	£185.50
D Inflow expenditure (£M)	£77.09	£87.48	£102.66	£106.48	£120.62	£135.59
E Total available expenditure (£M)	£168.19	£190.04	£223.53	£252.54	£284.86	£321.09
Claims on expenditure						
F Turnover of existing floorspace (£M)	£168.19	£184.79	£223.53	£245.59	£259.86	£274.95
G Turnover of commitments						
Quantitative need						
H Expenditure capacity (£M)	£0	£5	£0	£7	£25	£46
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		797	- 0	873	2,970	5,179
K Gross quantitative need (sqm)		1,139	- 0	1,247	4,242	7,399

Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£528.54	£593.46	£722.61	£876.48	£988.38	£1,118.93
B Market share of study area (%)	78.6%	78.6%	78.6%	78.6%	78.6%	78.6%
C Retained expenditure (£M)	£415.49	£466.52	£568.05	£689.02	£776.98	£879.61
D Inflow expenditure (£M)	£216.24	£245.60	£285.80	£347.75	£393.95	£442.68
E Total available expenditure (£M)	£631.73	£712.12	£853.85	£1,036.77	£1,170.93	£1,322.29
Claims on expenditure						
F Turnover of existing floorspace (£M)	£631.73	£694.07	£853.85	£938.11	£992.60	£1,050.26
G Turnover of commitments	£2.45	£2.69	£2.95	£3.24	£3.43	£3.59
Quantitative need						
H Expenditure capacity (£M)	-£2.45	£15.37	-£2.95	£95.41	£174.89	£268.44
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)		2,332	- 408	11,991	20,772	30,133
K Gross quantitative need (sqm)		3,331	- 582	17,130	29,674	43,046

Thurrock						
Available expenditure	2016	2021	2026	2031	2034	2037
A Total expenditure (£M)	£454.30	£515.13	£628.07	£783.53	£898.93	£1,040.18
B Market share of study area (%)	73.5%	73.5%	74.5%	74.5%	74.5%	74.5%
C Retained expenditure (£M)	£334.05	£378.78	£468.03	£583.88	£669.87	£775.13
D Inflow expenditure (£M)	£1,307.34	£1,483.27	£1,847.46	£2,244.85	£2,540.04	£2,850.12
E Total available expenditure (£M)	£1,641.39	£1,862.05	£2,315.49	£2,828.73	£3,209.91	£3,625.25
Claims on expenditure						
F Turnover of existing floorspace (£M)	£1,641.39	£1,803	£2,309	£2,537	£2,685	£2,840
G Turnover of commitments	£240.49	£264.46	£46.02	£49.58	£52.46	£55.50
Quantitative need						
H Expenditure capacity (£M)	-£240.49	-£205.77	-£39.82	£241.99	£472.90	£729.25
I Assumed sales density (£ per sqm net)	£6,000	£6,592	£7,243	£7,957	£8,420	£8,909
J Net quantitative need (sqm)	-	31,215	- 5,498	30,411	56,167	81,859
K Gross quantitative need (sqm)	-	44,593	- 7,854	43,444	80,239	116,942

Table IB3: Comparison goods need post-impact

	2021	2026	2031	2034	2037
South Essex authorities					
Baseline	-30,997	25,278	90,953	137,234	185,485
Post-impact	-29,839	-8,613	57,758	104,515	153,226
Reduction in need	1,158	-33,892	-33,195	-32,719	-32,259
Basildon					
Baseline	2,507	14,501	28,727	38,785	49,373
Post-impact	2,476	286	14,197	24,109	34,563
Reduction in need	-32	-14,215	-14,530	-14,676	-14,809
Castle Point					
Baseline	-4,263	-3,609	-2,772	-2,214	-1,573
Post-impact	-3,189	-3,119	-2,363	-1,852	-1,258
Reduction in need	1,073	490	409	361	315
Rochford					
Baseline	809	3,438	6,735	9,045	11,457
Post-impact	797	0	873	2,970	5,179
Reduction in need	-12	-3,438	-5,862	-6,076	-6,278
Southend					
Baseline	2,408	14,753	28,563	38,508	49,297
Post-impact	2,332	-408	11,991	20,772	30,133
Reduction in need	-77	-15,161	-16,573	-17,736	-19,165
Thurrock					
Baseline	-30,200	1,935	38,448	64,238	89,965
Post-impact	-31,215	-5,498	30,411	56,167	81,859
Reduction in need	-1,016	-7,432	-8,037	-8,071	-8,105

Notes

Sqm net

APPENDIX H FOSSETTS FARM CAPACITY SENSITIVITY

Appendix H: Fossetts Farm comparison capacity sensitivity

Fossets Farm proposal (17/00733/FULM)	
A Comparison net sales area (sqm)	19,903
B Turnover in 2022 (2013 prices)	£100.10
C Turnover in 2026 (2013 prices)	£106.24
D Turnover in 2026 (2015 prices)	£104.65

Main case

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
Total expenditure (£M)	£2,127	£2,378	£2,861	£3,489	£3,948	£4,490
Market share of study area (%)	90%	90%	90%	90%	90%	90%
Retained expenditure (£M)	£1,917	£2,144	£2,580	£3,146	£3,559	£4,048
Inflow expenditure (£M)	£1,251	£1,430	£1,755	£2,141	£2,426	£2,715
Total available expenditure (£M)	£3,169	£3,574	£4,335	£5,287	£5,984	£6,763
Claims on expenditure						
Turnover of existing floorspace (£M)	£3,168.97	£3,482	£3,825	£4,203	£4,447	£4,705
Turnover of commitments (£M)	£269	£296	£327	£360	£382	£405
Turnover of Fossetts Farm (£M)			£105	£113	£121	£127
Quantitative need						
Expenditure capacity (£M)	-£269	-£204	£78	£611	£1,034	£1,525
Assumed sales density (£ per sqm net)	6,000	6,592	7,243	7,957	8,420	8,909
Net quantitative need (sqm)	- 44,792	- 30,997	10,829	76,785	122,809	171,229
Gross quantitative need (sqm)	**- 63,989**	**- 44,281**	**15,470**	**109,693**	**175,442**	**244,613**

Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
Total expenditure (£M)	£529	£593	£723	£876	£988	£1,119
Market share of study area (%)	79%	79%	79%	79%	79%	79%
Retained expenditure (£M)	£415	£467	£568	£689	£777	£880
Inflow expenditure (£M)	£216	£246	£300	£366	£415	£466
Total available expenditure (£M)	£632	£712	£868	£1,055	£1,192	£1,346
Claims on expenditure						
Turnover of existing floorspace (£M)	£632	£694	£763	£838	£886	£938
Turnover of commitments (£M)	£2	£3	£3	£3	£3	£3
Turnover of Fossetts Farm (£M)			£105	£113	£121	£127
Quantitative need						
Expenditure capacity (£M)	-£2	£16	-£2	£102	£181	£277
Assumed sales density (£ per sqm net)	6,000	6,464	6,963	7,501	7,844	8,202
Net quantitative need (sqm)	- 408	2,408	- 276	13,534	23,025	33,814
Gross quantitative need (sqm)	**- 582**	**3,440**	**- 394**	**19,335**	**32,892**	**48,306**

Lakeside sensitivity

South Essex authorities						
Available expenditure	2016	2021	2026	2031	2034	2037
Total expenditure (£M)	£2,127	£2,378	£2,861	£3,489	£3,948	£4,490
Market share of study area (%)	90%	90%	91%	91%	91%	91%
Retained expenditure (£M)	£1,917	£2,144	£2,590	£3,158	£3,573	£4,064
Inflow expenditure (£M)	£1,251	£1,430	£1,780	£2,171	£2,460	£2,753
Total available expenditure (£M)	£3,169	£3,574	£4,370	£5,329	£6,033	£6,817
Claims on expenditure						
Turnover of existing floorspace (£M)	£3,168.97	£3,482	£4,359	£4,789	£5,067	£5,361
Turnover of commitments	£262	£289	£74	£81	£86	£91
Turnover of Fossetts Farm (£M)			£105	£113	£121	£127
Quantitative need						
Expenditure capacity (£M)	-£262	-£197	-£167	£347	£759	£1,238
Assumed sales density (£ per sqm net)	6,000	6,592	7,243	7,957	8,420	8,909
Net quantitative need (sqm)	- 43,634	- 29,839	- 23,063	43,590	90,090	138,970
Gross quantitative need (sqm)	**- 62,335**	**- 42,627**	**- 32,947**	**62,271**	**128,701**	**198,529**

Southend						
Available expenditure	2016	2021	2026	2031	2034	2037
Total expenditure (£M)	£529	£593	£723	£876	£988	£1,119
Market share of study area (%)	79%	79%	79%	79%	79%	79%
Retained expenditure (£M)	£415	£467	£568	£689	£777	£880
Inflow expenditure (£M)	£216	£246	£286	£348	£394	£443
Total available expenditure (£M)	£632	£712	£854	£1,037	£1,171	£1,322
Claims on expenditure						
Turnover of existing floorspace (£M)	£632	£694	£854	£938	£993	£1,050
Turnover of commitments	£2	£3	£3	£3	£3	£4
Turnover of Fossetts Farm (£M)			£105	£113	£121	£127
Quantitative need						
Expenditure capacity (£M)	-£2	£15	-£108	-£17	£53	£141
Assumed sales density (£ per sqm net)	6,000	6,592	7,243	7,957	8,420	8,909
Net quantitative need (sqm)	- 408	-	- 14,857	- 2,177	6,347	15,877
Gross quantitative need (sqm)	**- 582**	**0**	**- 21,224**	**- 3,110**	**9,067**	**22,681**

Notes

Based on the housing-led scenario

All £M and 2015 prices unless specified

A Southend United Football Club Relocation to Fossetts Farm Retail Assessment (Burnett Planning) - April 2017

B Southend United Football Club Relocation to Fossetts Farm Retail Assessment (Burnett Planning) - April 2017

C 1.5% per annum sales efficiency applied

D Converted to 2015 price base using ERPBN 14 Appendix 4