

**APPENDIX 6: TURNOVER ESTIMATES 2013**

<b>6A - CONVENIENCE GOODS (2011 prices)</b>					
<u>Store/Centre</u>	<u>Main Food Shopping</u>		<u>Top-Up Food Shopping</u>		<u>Total</u>
	<u>Market Share</u>	<u>Turnover</u>	<u>Market Share</u>	<u>Turnover</u>	<u>Convenience</u>
		<u>£m</u>		<u>£m</u>	<u>£m</u>
Morrisons, Penrith	44.6%	31.27	13.5%	4.06	35.32
Sainsbury's, Penrith	14.6%	10.24	8.6%	2.58	12.82
Aldi, Penrith	8.5%	5.96	3.2%	0.96	6.92
Booths, Penrith	3.8%	2.66	5.5%	1.65	4.32
Other shops, Penrith	7.2%	5.05	24.3%	7.30	12.35
Appleby	-	-	12.7%	3.82	3.82
Kirkby Stephen	3.0%	2.10	9.9%	2.97	5.08
Alston	-	-	3.9%	1.17	1.17
Other shops in Eden District	3.2%	2.24	14.0%	4.21	6.45
Eden total	84.9%	59.52	95.6%	28.72	88.24
Carlisle	4.6%	3.22	-	-	-
Kendal	6.1%	4.28	-	-	-
Other leakage	4.4%	3.08	-	-	-
Total Leakage	15.1%	10.59	4.4%	1.32	11.91
Total	100.0%	70.11	100.0%	30.05	100.15
* main food spending is 70% of all convenience expenditure					

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<b>6B - ALL COMPARISON GOODS (2011 prices)</b>		
<u>Centre</u>	<u>Market Share</u>	<u>Turnover</u>
		£m
Penrith town centre	39.7%	54.14
Sainsbury's, Penrith	1.9%	2.59
Morrisons, Penrith	3.6%	4.91
Penrith out-of-centre	3.1%	4.23
Appleby	3.3%	4.50
Kirkby Stephen	1.8%	2.45
Alston	0.4%	0.55
Eden total	53.8%	73.37
Carlisle	27.3%	37.23
Kendal	5.4%	7.36
Newcastle	0.9%	1.23
Metro Centre	0.8%	1.09
Hexham	0.5%	0.68
Other centres outside Eden	11.3%	15.41
Total Leakage	46.2%	63.00
Total		136.37

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<b>6C - VISITOR SPENDING</b>			
Source: Eden District STEAM Model, 2012			
	total spending on shopping £m	convenience goods	comparison goods
		10%	90%
Day Visitors	11.84	1.18	10.66
		25%	75%
Staying Visitors	10.91	2.73	8.18
All Visitors	22.75	3.91	18.84

<b>APPENDIX 6: TURNOVER ESTIMATES 2013</b>			
<b>6D - TOTAL TURNOVER (2011 prices)</b>			
<b>Convenience Goods</b>			
<u>Stores/Centres</u>	<u>Turnover from</u>	<u>Visitor</u>	<u>Total</u>
	<u>Residents</u>	<u>Spending</u>	<u>Turnover</u>
	£m	£m	£m
Morrisons, Penrith	35.32	1.57	36.89
Sainsbury's, Penrith	12.82	0.57	13.39
Aldi, Penrith	6.92	0.31	7.23
Booths, Penrith	4.32	0.19	4.51
Other shops, Penrith	12.35	0.55	12.90
Appleby	3.82	0.17	3.99
Kirkby Stephen	5.08	0.23	5.31
Alston	1.17	0.05	1.22
Other shops in Eden District	6.45	0.29	6.74
Eden total	88.24	3.91	92.15
<b>Comparison Goods</b>			
<u>Centres</u>	<u>Turnover from</u>	<u>Visitor</u>	<u>Total</u>
	<u>Residents</u>	<u>Spending</u>	<u>Turnover</u>
	£m	£m	£m
Penrith town centre	54.14	13.90	68.04
Sainsbury's, Penrith	2.59	0.67	3.26
Morrisons, Penrith	4.91	1.26	6.17
Penrith out-of-centre	4.23	1.09	5.32
Appleby	4.5	1.16	5.66
Kirkby Stephen	2.45	0.63	3.08
Alston	0.55	0.14	0.69
Eden total	73.37	18.84	92.21